



Alexandria City Academy

Session 2

March 14, 2013



Planning & Zoning

Faroll Hamer, Director

Strategic Plan

- **Goal 1:** *Alexandria has quality development and redevelopment, support for local businesses and a strong, diverse and growing local economy.*
- **Goal 2:** *Alexandria respects, protects and enhances the health of its citizens and the quality of its natural environment.*
- **Goal 3:** *A multimodal transportation network that supports sustainable land use and provides internal mobility and regional connectivity for Alexandrians.*
- **Goal 4:** *Alexandria is a community that supports and enhances the well-being, success and achievement of children, youth and families.*
- **Goal 5:** *Alexandria is financially sustainable, efficient, community oriented and values its employees.*
- **Goal 6:** *The City protects the safety and security of its residents, businesses, employees and visitors.*
- **Goal 7:** *Alexandria is a caring and inclusive community that values its rich diversity, history and culture, and promotes affordability.*

What do we try to achieve?

- Actively engage the public in planning
- Key planning principles for quality of life:
 - Protect existing neighborhoods
 - Create community:
 - Walkable
 - Compact neighborhoods with a variety of community resources and activities – mixed use, mixed income
 - Identity
 - Transit-friendly
 - Economic and fiscal sustainability
 - Community benefits – infrastructure, affordable housing, open spaces, public art

Organization: Divisions

- Administration
- Land Use Services
 - Zoning
 - Planning Commission Support
 - Historic Preservation
- Development – major projects
- Neighborhood Planning and Community Development – long-range plans
- GIS – serves all City departments with geographic information

16 years of change



Patent and Trademark Office (PTO)



Cameron Station



Potomac Yard

Regional Location

- Inner suburb, within the Beltway, 10 minutes to Washington, D.C.
- Close to National Airport
- Four Metro stations – a fifth on the way
- Regional policy: Infill here helps reduce sprawl, provide for efficient use of land and infrastructure, supports transit and minimizes vehicle miles traveled in the region

Building on Alexandria's Treasures

- Waterfront
- Rich history
- Walkable, varied urban fabric of Old Town and other areas that pre-date the automobile
- Established residential neighborhoods
- Green crescent of open spaces
- Diverse population
- Variety of economic activity

Waterfront



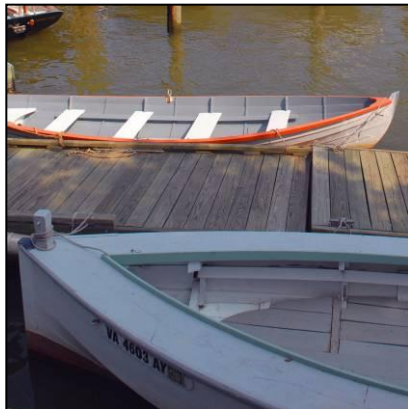
Ford's Landing and Harborside



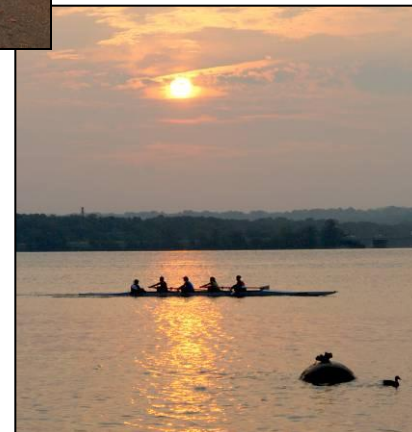
City Marina Area



Visit of the
Godspeed, 2006



Seaport Foundation
boatmaking



Crew on the
Potomac



Monument to the
Confederate dead

A sepia-toned photograph of a street scene in Cambridge, Massachusetts. The central building is the Cambridge House, a three-story brick structure with a prominent chimney and a sign that reads "CAMBRIDGE HOUSE". To its left is another brick building with a sign that reads "HOTEL". In the foreground, several horse-drawn carriages are visible, including a large one with two horses and a smaller one. The street is unpaved and appears to be a dirt or cobblestone road. The overall atmosphere is historical and quiet.

Cotton Factory Building

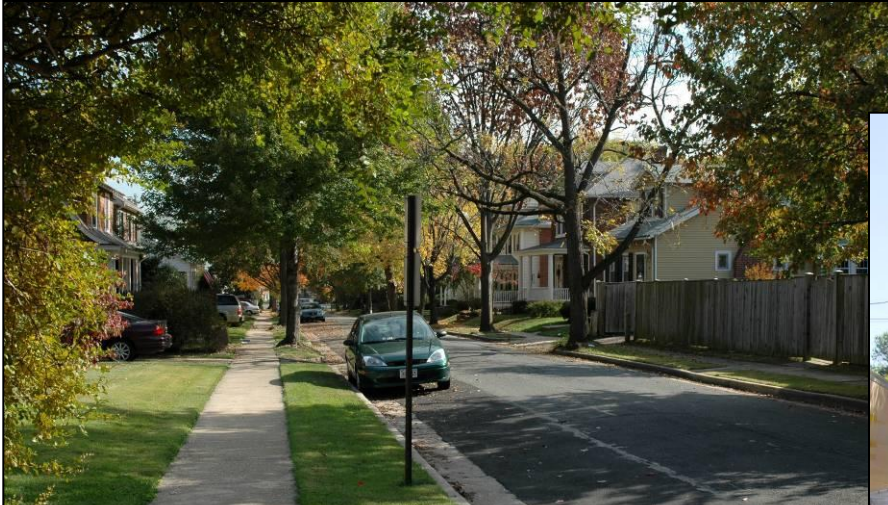
Old Town



Tourism



Neighborhoods



Diversity



T.C. Williams Band at Washington's Birthday Parade



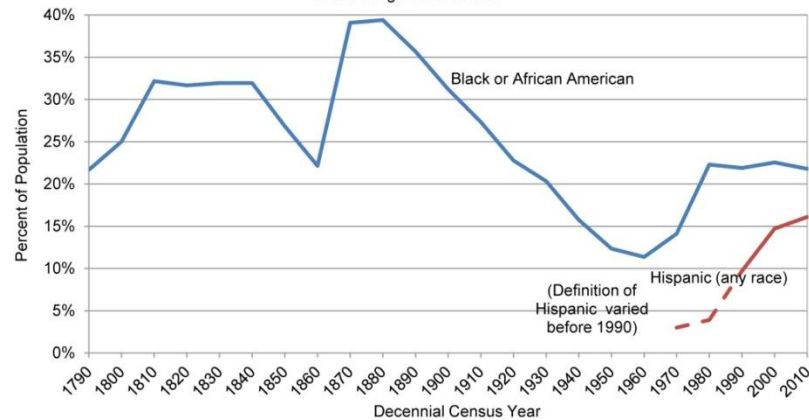
In Old Town



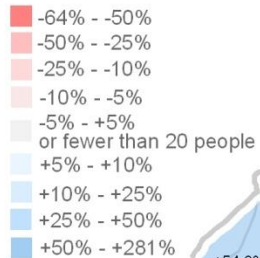
Braddock Metro Neighborhood Plan
community meeting

Diversity

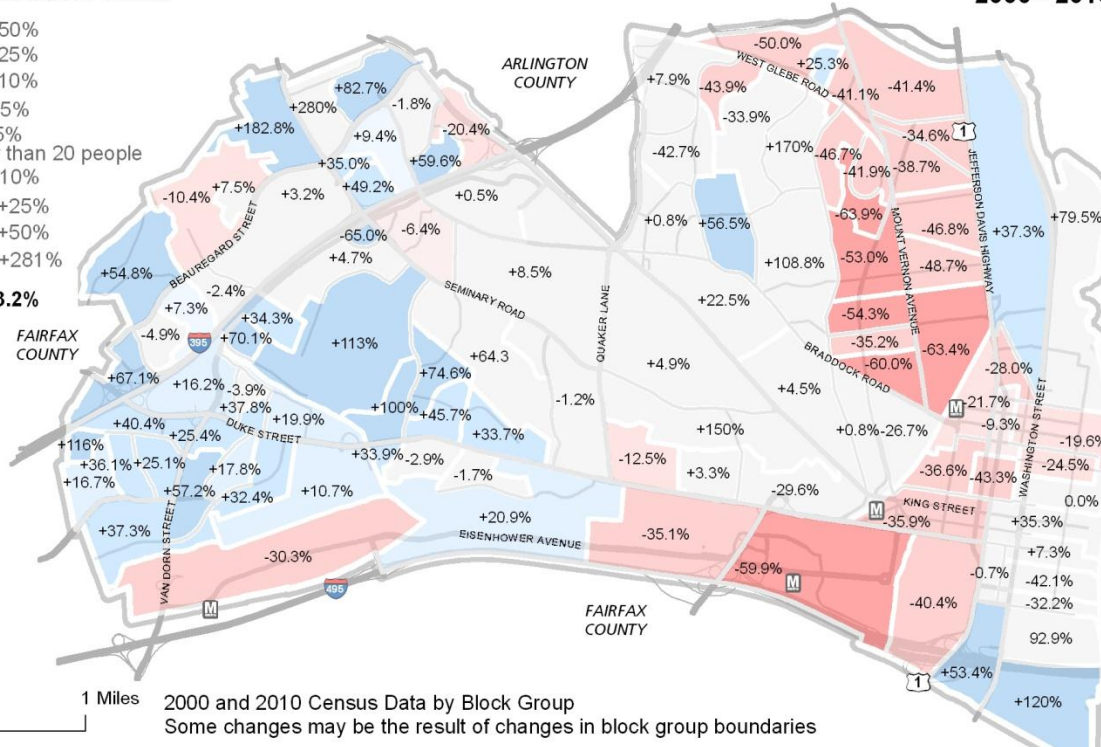
Alexandria's Principal Minority Racial and Ethnic Groups
1790 through 2010 Census



Percent Change in Black Share of Population
2000 Census to 2010 Census



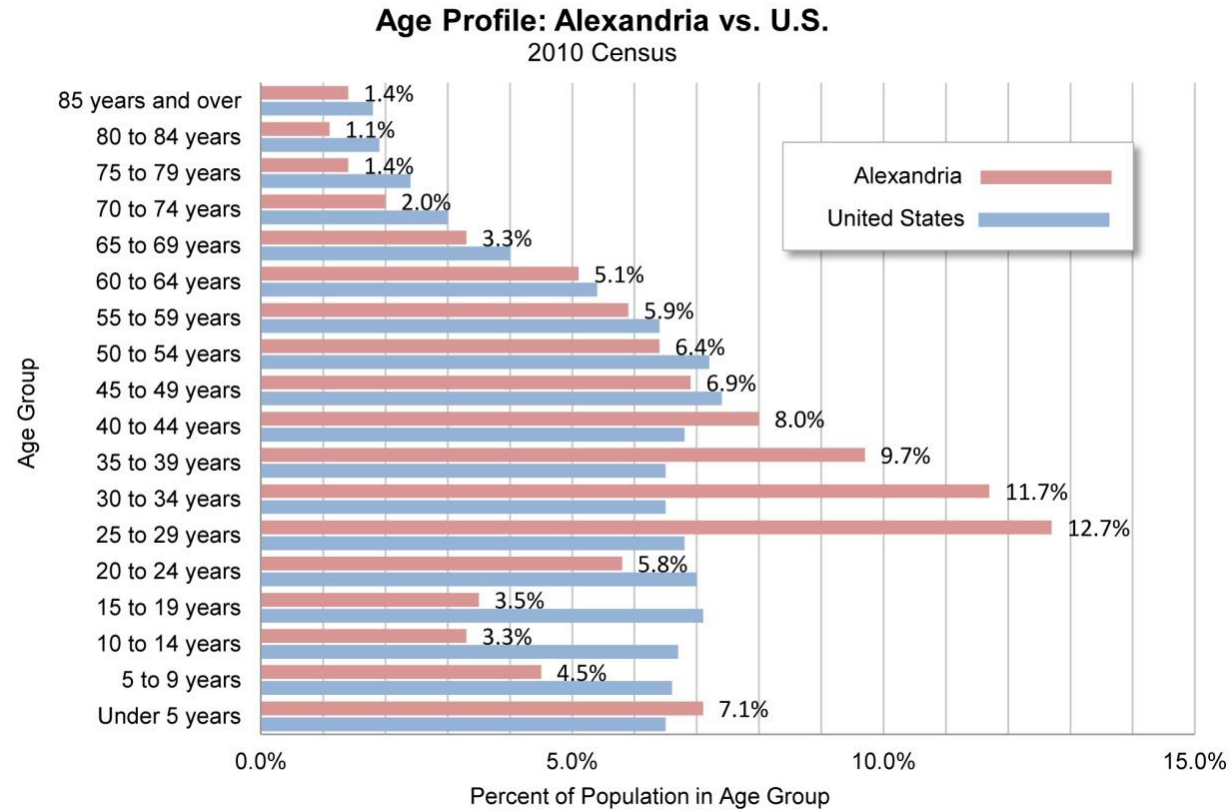
Citywide -3.2%



Percent Change in Black Share of Population
2000 - 2010

2000 and 2010 Census Data by Block Group
Some changes may be the result of changes in block group boundaries

Diversity



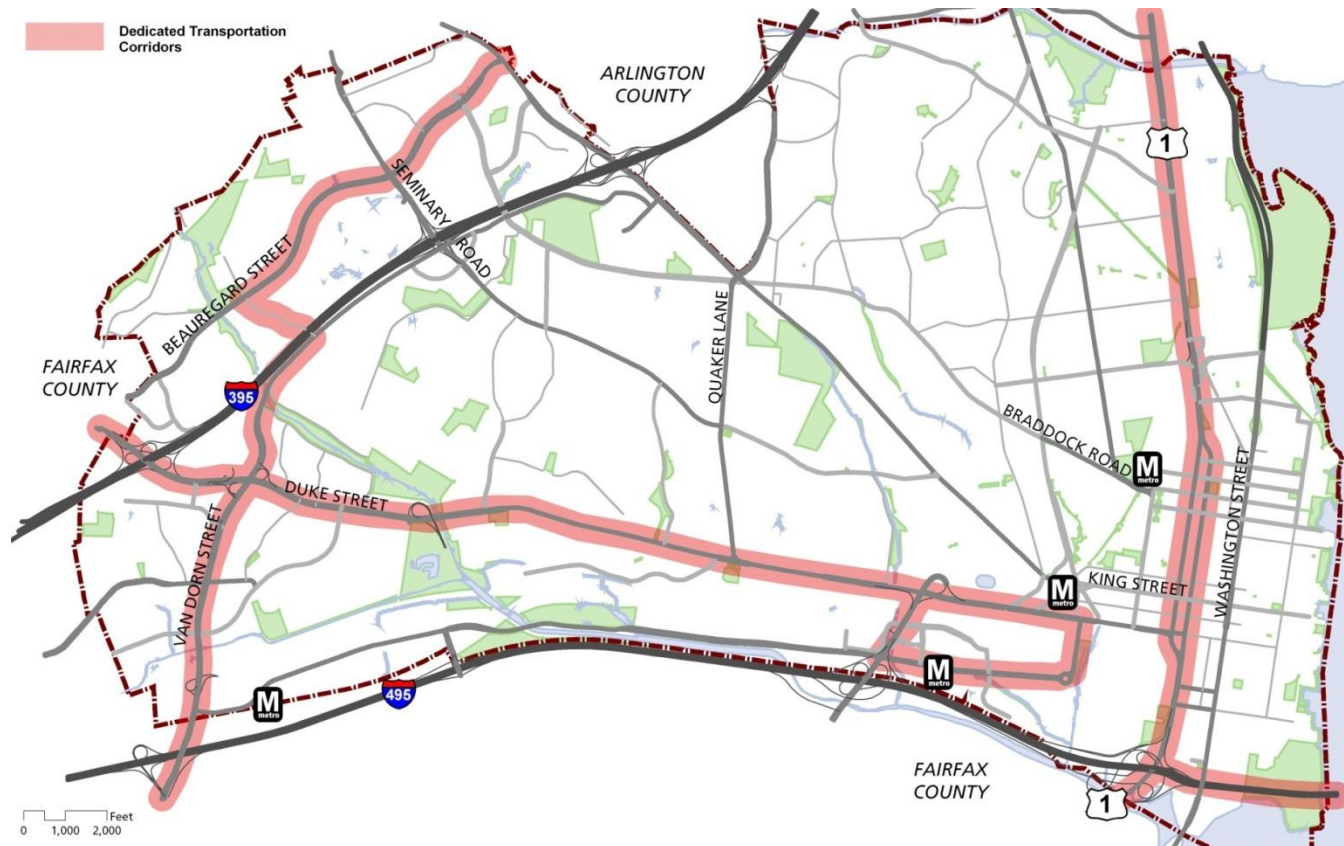
Transportation Hub



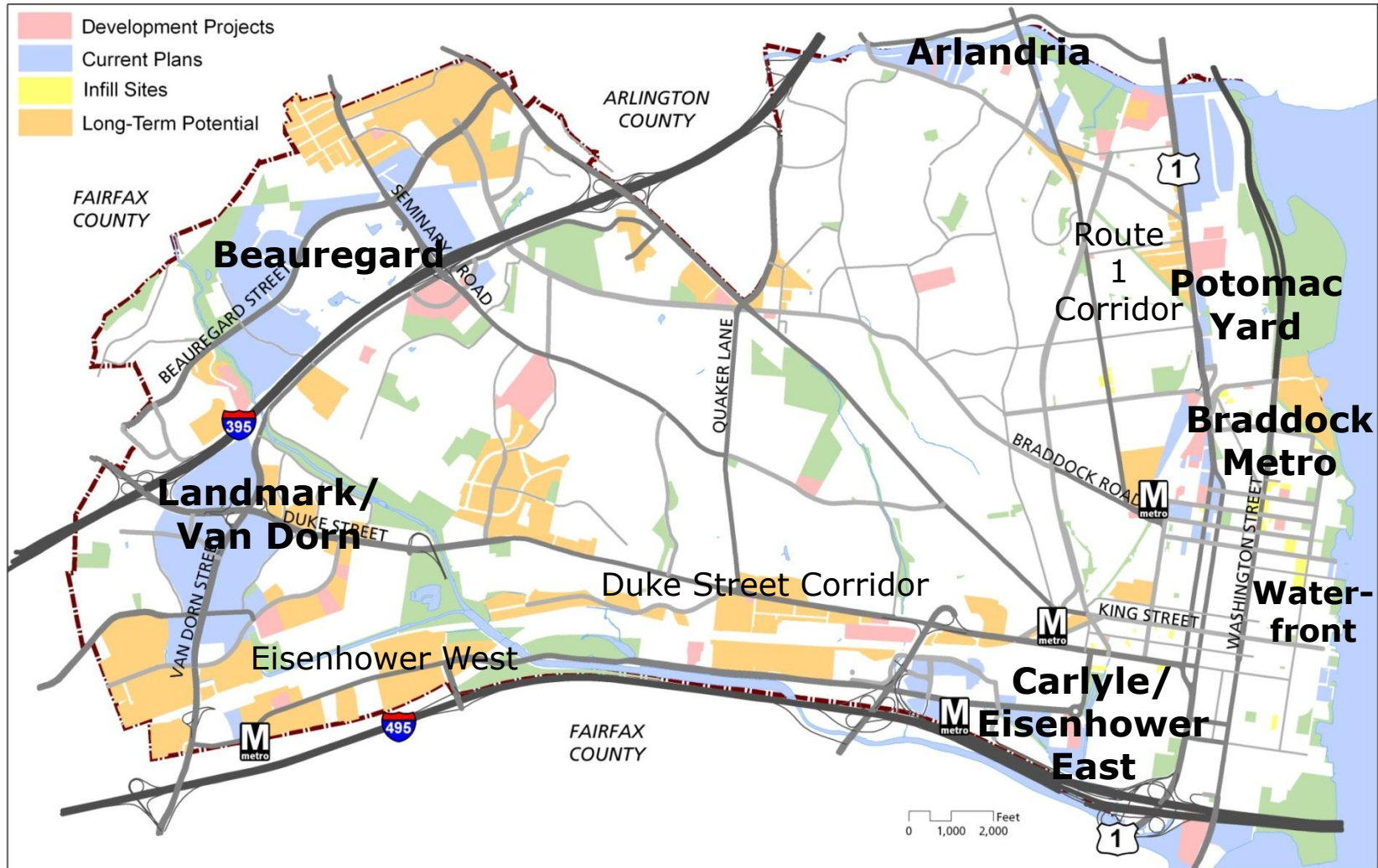
Metro



Transportation Master Plan

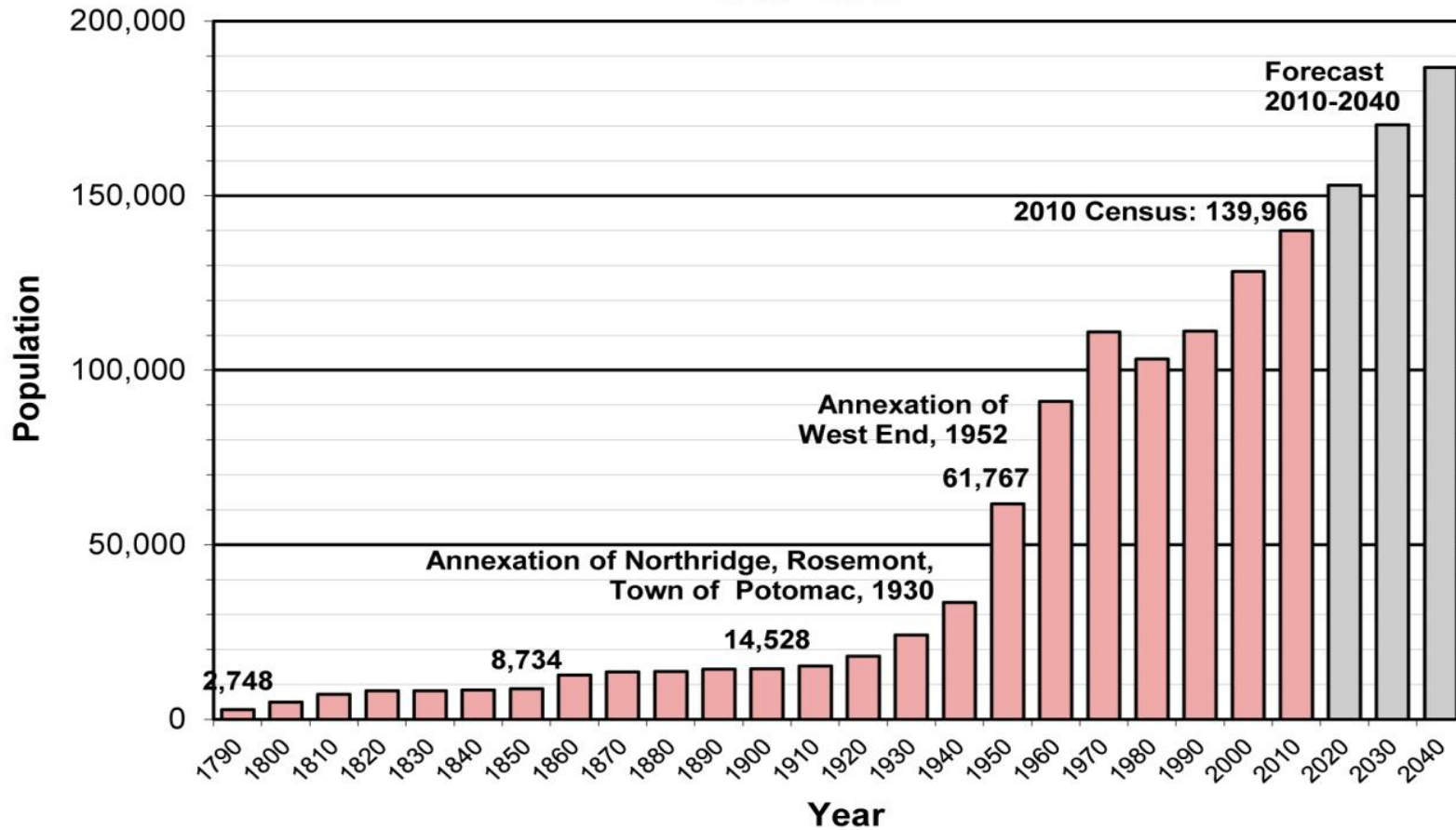


Future Development

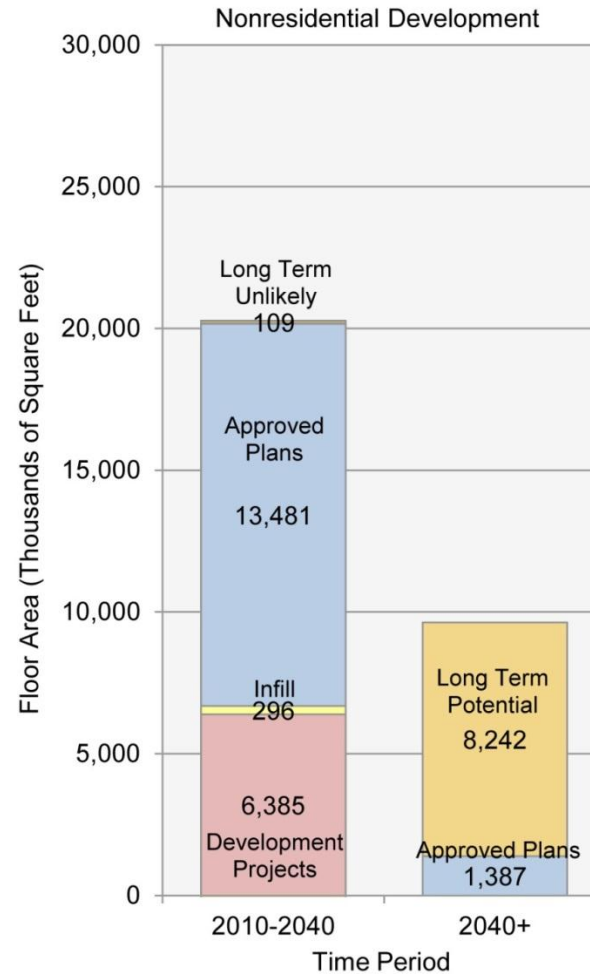
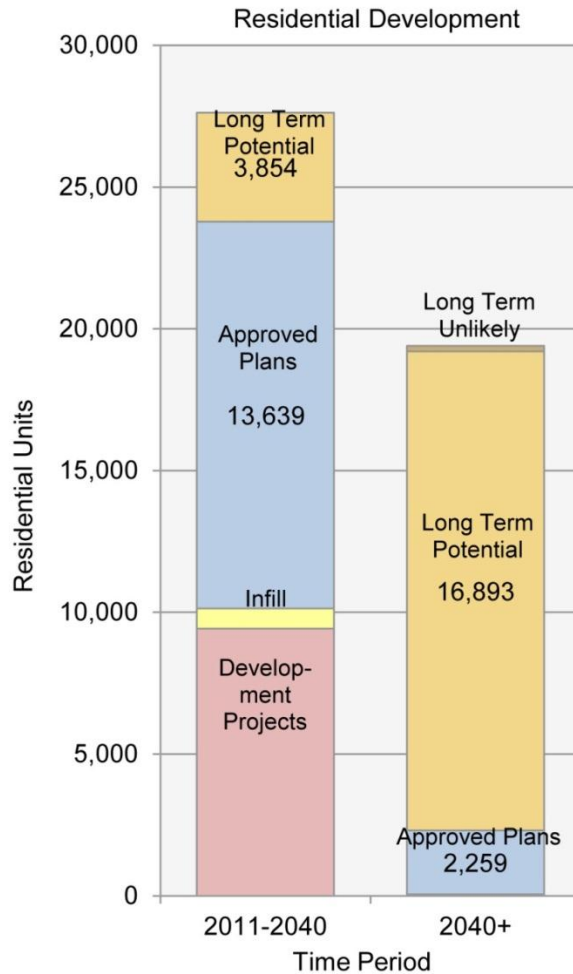


Population Forecast

Historical and Forecast Population of Alexandria
1790 - 2040



Development by Approval Status

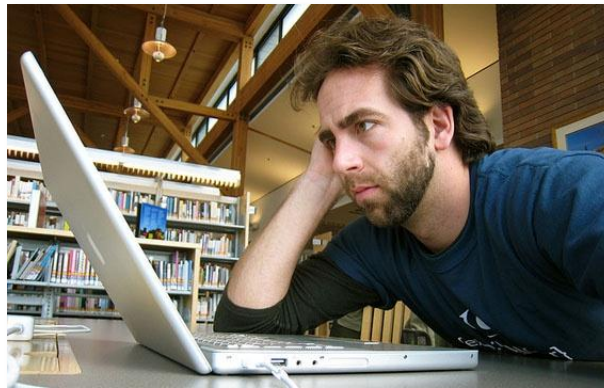


Changes

- Change in types of households seeking a place to live – young families choosing urban living
- Senior share of population will double by 2050
- Close-in locations are increasingly attractive
- Traffic congestion will only increase – we can't build our way out of congestion – choices are critical

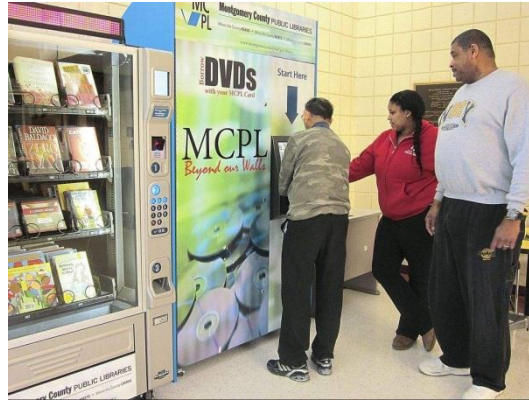
The “third place”

- ❑ *The third place* is a term used in the concept of community building to refer to social surroundings separate from the two usual social environments of home and the workplace.



Co-location Opportunities

- ❑ In cities with limited land, the trend is toward co-location: multiple public uses in the same location, or a mix of public and private uses.



Library in rec center



Cafe kiosk outside library



Affordable housing/fire station



Library kiosk in transit center

Planning and Growth Management

- An orderly process by which decisions are made to shape our future
- The city is a living thing in a constantly changing environment.
 - Half the city's population moved here within the past five years.
 - Half the city's current building space has been built, rebuilt or substantially rehabilitated in the past 20 years.
- A city must adapt and constantly renew itself from within in order to thrive.

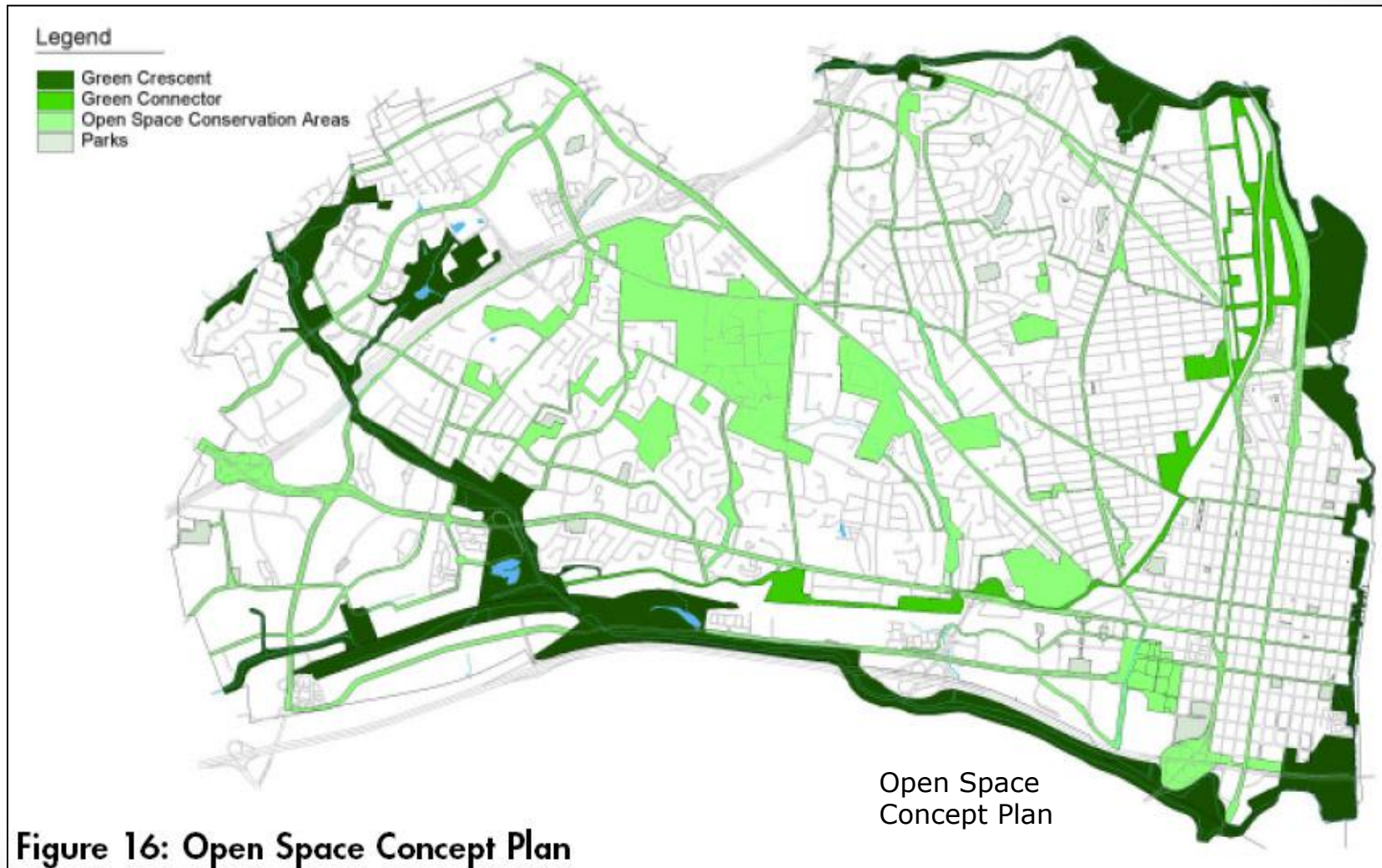
Plans



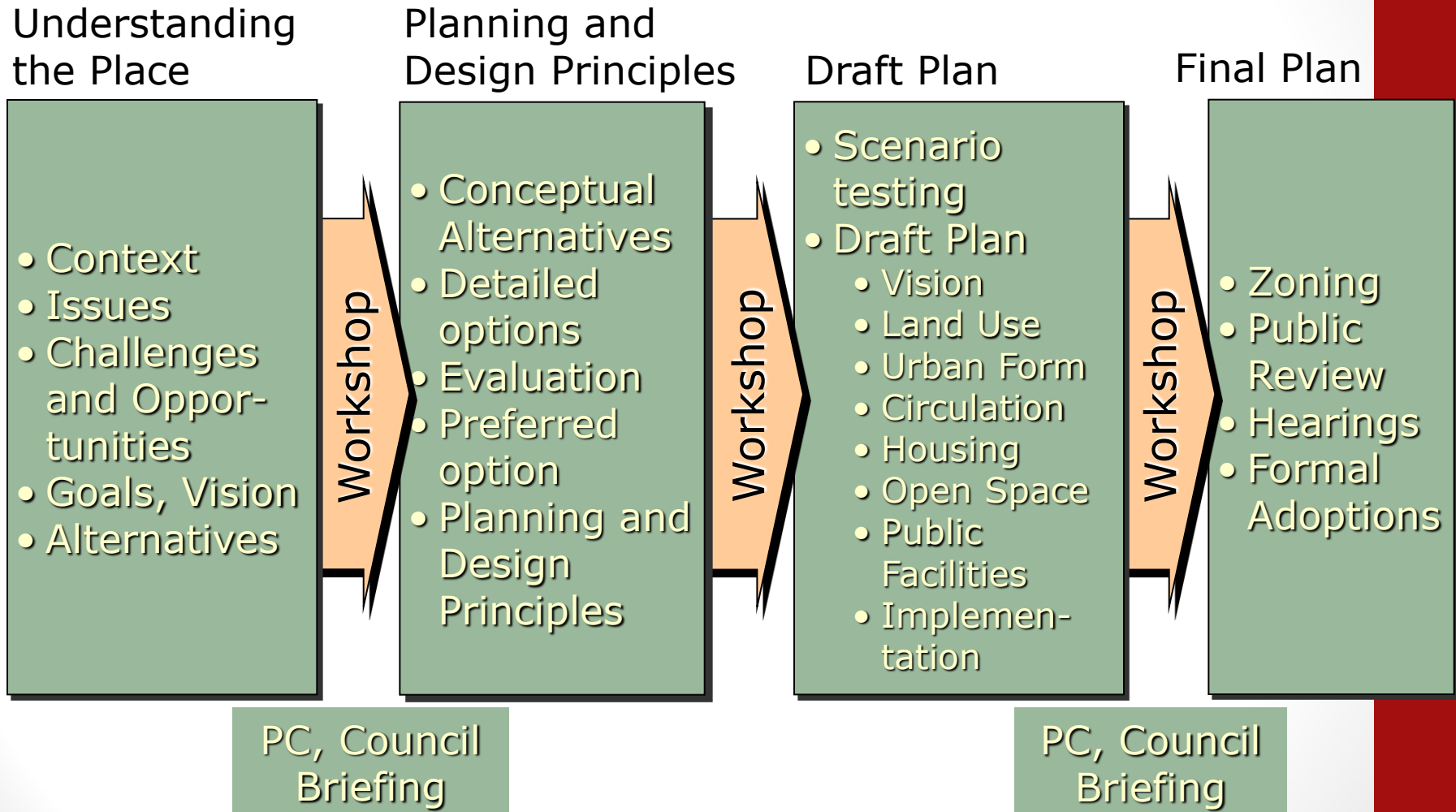
Figure 4-5 Land Use

Eisenhower East Land Use Plan

Thematic Plans

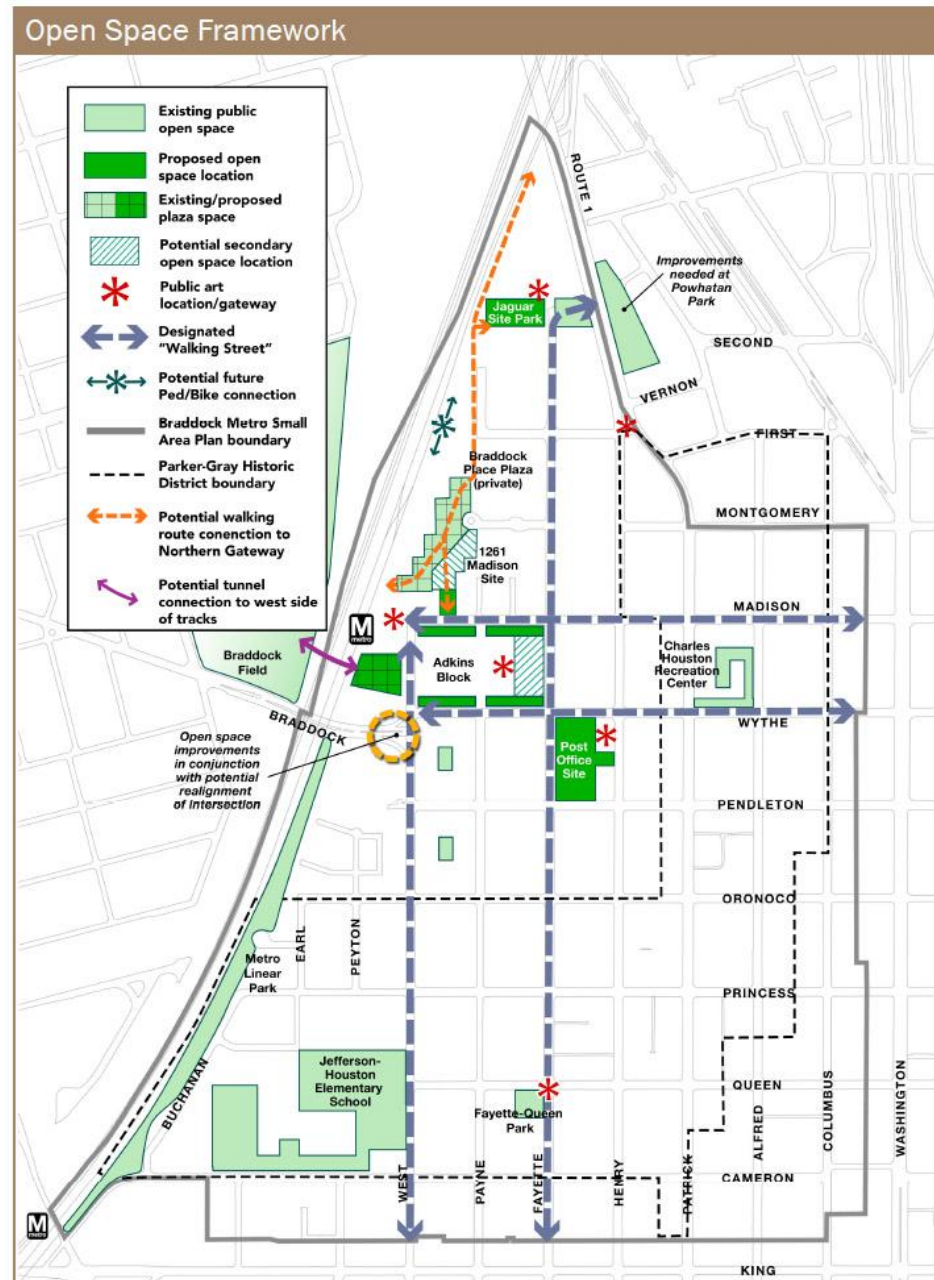


How does it work?



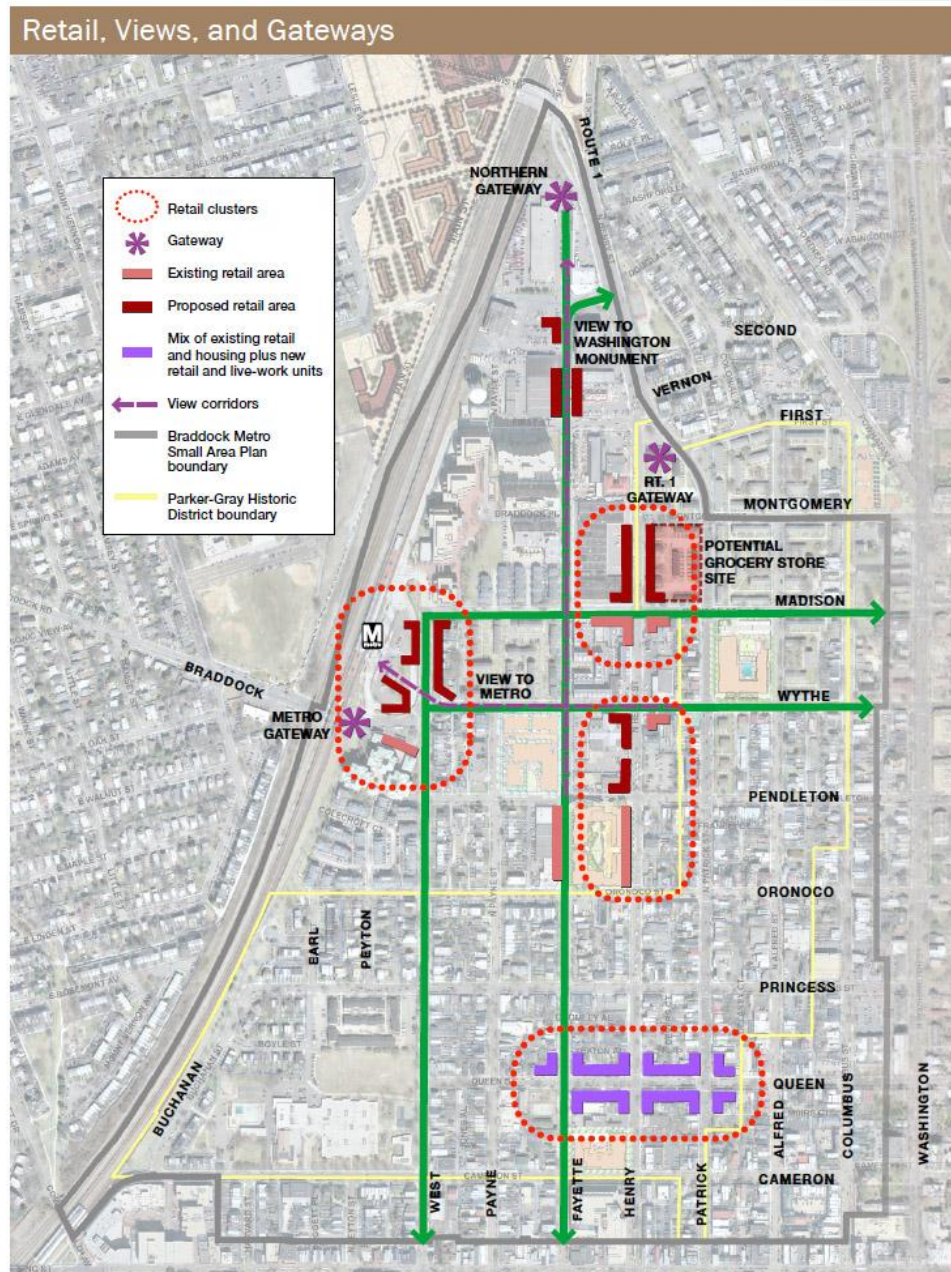
Braddock Metro Neighborhood Plan

A **framework** of activities, streets and open spaces



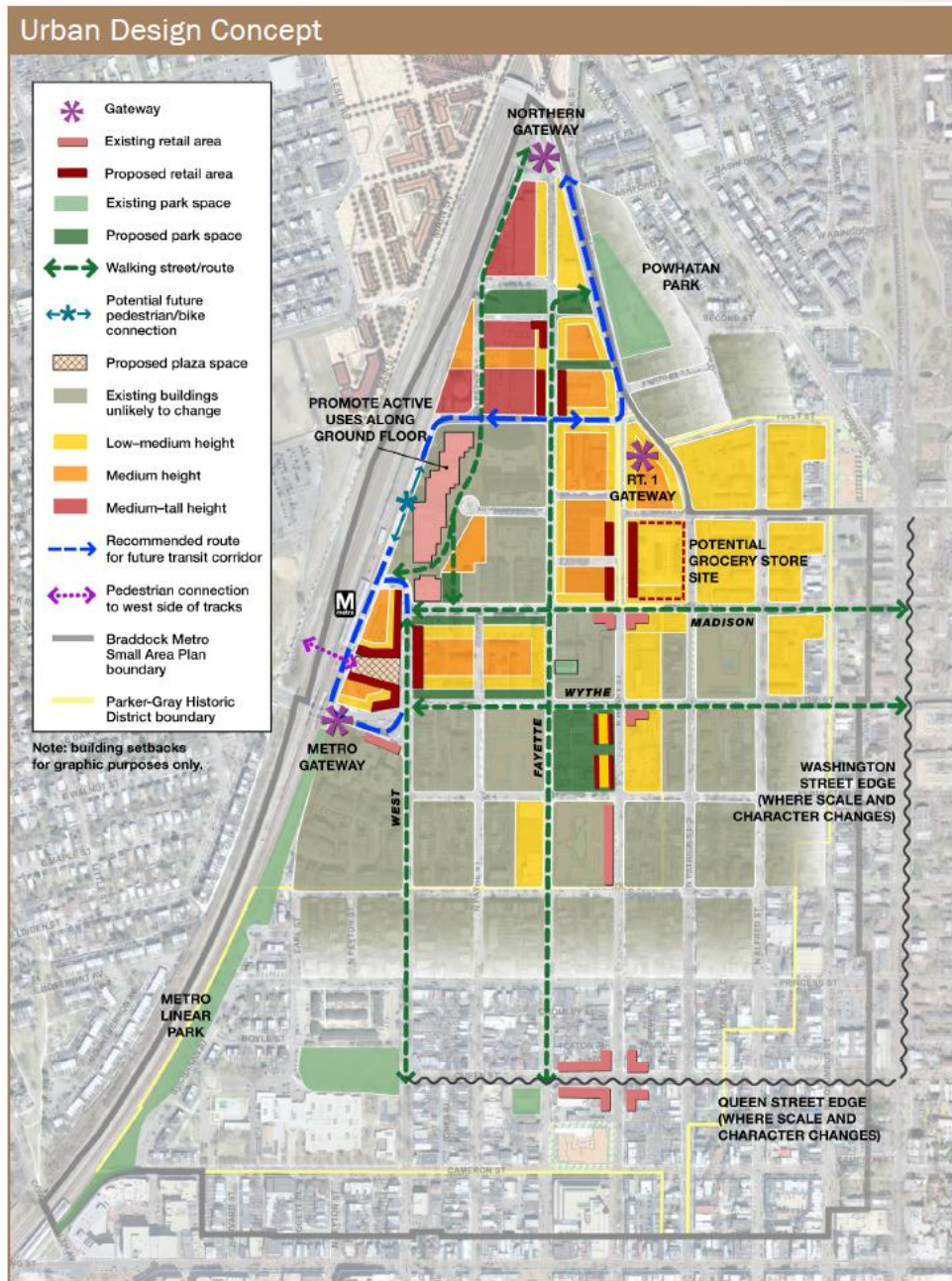
Braddock Metro Neighborhood Plan

Retail areas as a hub
of neighborhood
activity and character



Braddock Metro Neighborhood Plan

Heights as a
character-defining
feature, relating to
open spaces and
transitioning to
existing
neighborhoods



Braddock Metro Neighborhood Plan

Building Height Examples

65–75 FEET

Analog
from Alexandria



Colecroft Station

Analogs from elsewhere



Portland, OR



Portland, OR



Arlington, VA

Building Height Examples

90 FEET

Analogs from Alexandria



Braddock Place Condos



Duke Street Marriott

Analogs from elsewhere



Boston, MA



Atlanta, GA

Building Height Examples

120 FEET

Analog
from Alexandria



*Residential building in the
Carlyle District*

Analogs from elsewhere



Arlington, VA



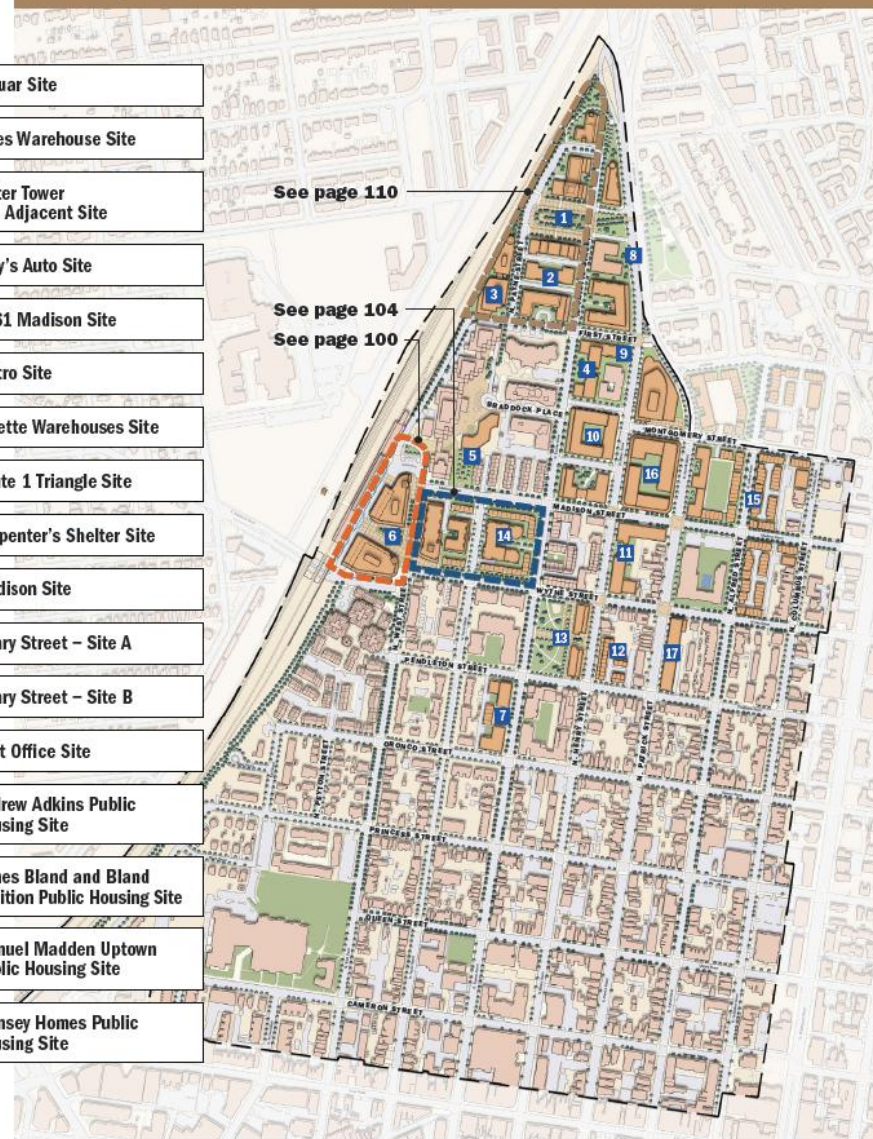
Harbor East, Baltimore, MD

Braddock Metro Neighborhood Plan

Development Sites

- 1 Jaguar Site
- 2 Yates Warehouse Site
- 3 Water Tower and Adjacent Site
- 4 Tony's Auto Site
- 5 1261 Madison Site
- 6 Metro Site
- 7 Fayette Warehouses Site
- 8 Route 1 Triangle Site
- 9 Carpenter's Shelter Site
- 10 Madison Site
- 11 Henry Street – Site A
- 12 Henry Street – Site B
- 13 Post Office Site
- 14 Andrew Adkins Public Housing Site
- 15 James Bland and Bland Addition Public Housing Site
- 16 Samuel Madden Uptown Public Housing Site
- 17 Ramsey Homes Public Housing Site

Development Sites



The 20-year redevelopment scenario for the Braddock Metro neighborhood that includes potential building projects on 17 different sites as well as new parks and plazas, enhanced green streets and improved pedestrian/bike connections



Braddock Metro Neighborhood Plan

Development Guidance:

Uses and Intensity of Development



DEVELOPMENT TABLE			EXISTING PARCEL							PROPOSED DEVELOPMENT		
SITE		CHARACTER AREA	PARCEL AREA		EXISTING DEVELOPMENT	CURRENT ZONING	CURRENT ALLOWABLE F.A.R. (1)	CURRENT ALLOWABLE HEIGHT (1)	CURRENT ALLOWABLE DEVELOPMENT (1)	TOTAL DEVELOPMENT	PROPOSED F.A.R.	PROPOSED MAX. HEIGHT
			SF	ACRES	SF			FEET	SF	SF		FEET
1	Jaguar Site	Gateway Area	308,000	7.07	102,000	OCM-50 & CRMU/H	1.5 to 2.5	77 to 90	496,500	770,000	2.5 (2)	50 to 150
2	Yates Warehouse Site	Gateway Area	23,000	0.53	12,000	CRMU/H	2.5	77 to 90	57,500	57,500	2.5 (2)	50 to 90
3	Water Tower and Adjacent Site	Gateway Area	25,000	0.57	8,000	OCM-50 & UT	0.5 to 1.5	50 to 77	30,000	50,000	2.5 (2)	90 to 120
4	Tony's Auto Site	Mid-Neighborhood Area	41,600	0.96	10,000	CRMU/H	2.5	77 to 90	104,000	104,000	2.5	50 to 90
5	1261 Madison Site	West Neighborhood Area	49,000	1.12	0	CRMU/H	2.5	77	122,500	122,500	2.5	77
6	Metro Site	West Neighborhood Area	139,000	3.19	0	UT	0.5	50	69,500	291,000 (4)	3.0 (4)	30 to 77
7	Fayette Warehouses Site	West and Mid-Neighborhood Area	42,000	0.96	32,000	CRMU/M & CRMU/H	2.0 to 2.5	50 to 70	95,000	95,000	2.0 to 2.5	40
8	Route 1 Triangle Site	Gateway Area	126,000	2.89	110,000	OCM-50 & CRMU/H	1.5 to 2.5	77 to 90	242,000	242,000	2.0	50 to 70
9	Carpenter's Shelter Site	Mid-Neighborhood Area	36,000	0.83	18,500	CRMU/H	2.5	77 to 90	90,000	90,000	2.5	50 to 90
10	Madison Site	Mid-Neighborhood Area	113,000	2.59	70,000	CRMU/H	2.5	77	283,000	283,000 (8)	2.5	50 to 90
11	Henry Street—Site A	Mid-Neighborhood Area	56,000	1.29	24,000	CSL	0.75	50	42,000	42,000	0.75	40 to 50
12	Henry Street—Site B	Mid-Neighborhood Area	30,000	0.69	0	CSL	0.75	50	22,500	22,500	0.75	50
13	Post Office Site	Mid-Neighborhood Area	87,000 (6)	2.00	19,000	CRMU/M	2.0	50 to 77	174,000	174,000 (7)	2.0 (6)	40 to 77
	TOTAL		1,075,600	24.69	405,500	1,828,500 2,343,500 (total new sf)						
			NET TOTAL: 1,938,000 (total sf less existing development sf)									
			TOTAL INCREASE OVER CURRENT ALLOWABLE DEVELOPMENT: 515,000 (total new sf less current allowable sf)									
PROPERTIES TO BE DETERMINED THROUGH BRADDOCK EAST PLANNING PROCESS (9)												
14	Andrew Adkins Public Housing Site	West Neighborhood Area	175,000 (5)	4.02	148,000	RB	0.75	45	131,000	350,000 to 525,000	TBD	TBD
15	James Bland and Bland Addition Public Housing Site	Parker-Gray Area	370,000	8.49	166,000	RB	0.75	45	277,500	462,500 to 745,000	TBD	TBD
16	Samuel Madden Uptown Public Housing Site	Mid-Neighborhood Area	150,000	3.44	64,000	RB	0.75	45	112,500	300,000 to 375,000	TBD	TBD
17	Ramsey Homes Public Housing Site	Parker-Gray Area	28,000	0.64	14,000	RB	0.75	45	21,000	21,000	TBD	TBD
	TOTAL		723,000	16.59	392,000	542,000 1,133,500 to 1,666,000 (total new sf)						
			NET TOTAL: 741,500 to 1,274,000 (total sf less existing development sf)									
			TOTAL INCREASE OVER CURRENT ALLOWABLE DEVELOPMENT: 591,500 to 1,124,000 (total new sf less current allowable sf)									

NOTES

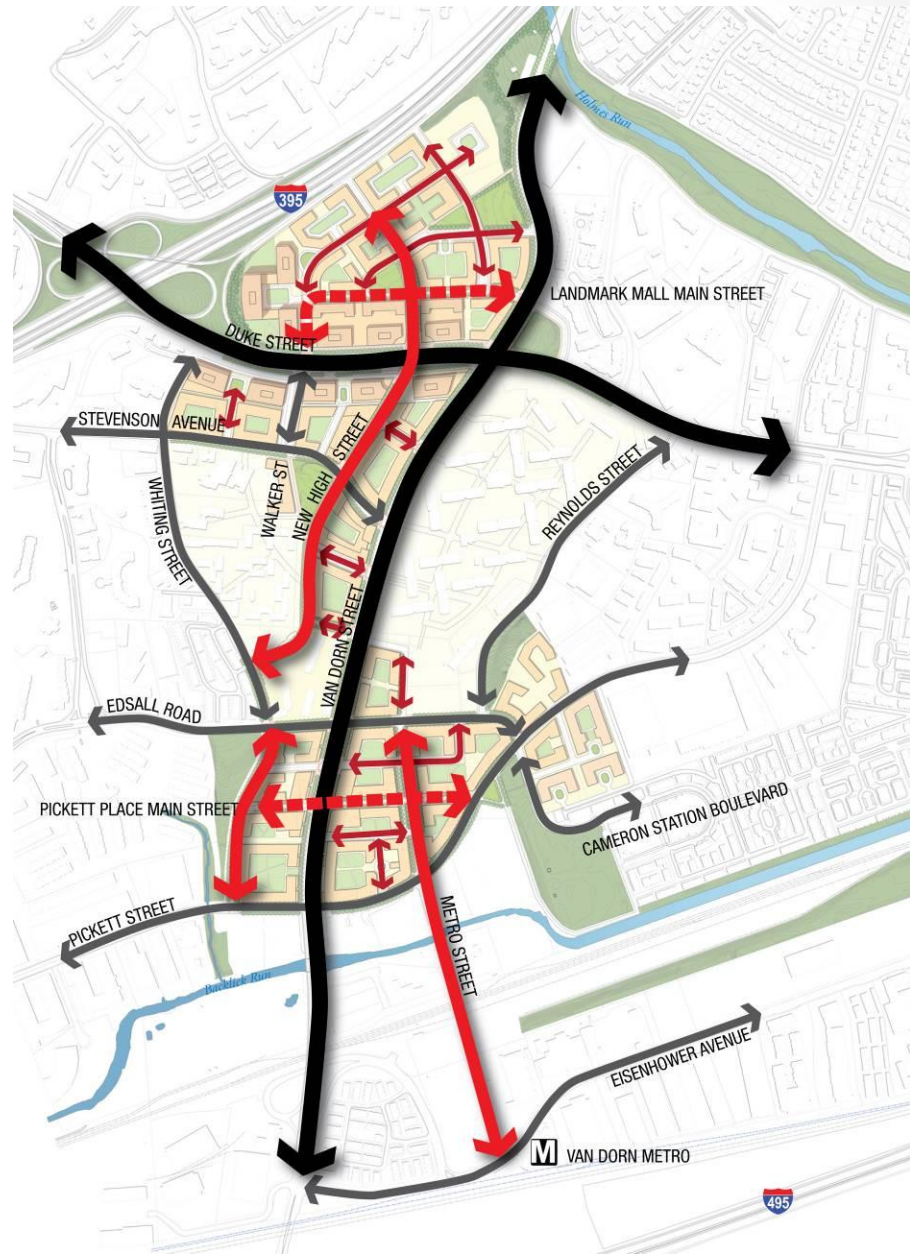
1. Current Allowable Floor-Area-Ratio (FAR), Height and Allowable Development calculations based on SUP.
2. An overall FAR of 2.5 is shown, since the parcels are part of the overall Northern Gateway CDD Site along with the Jaguar development site.
3. Conceptual analysis has shown that the current maximum FAR

- of 0.75 is not enough to allow for mixed-income housing redevelopment to occur on the public housing sites. A refined FAR recommendation will be developed during the Braddock East planning process.
4. Based on FAR of 3.0 and a 97,000 sf parcel size, net of circulation space for buses, taxis and other vehicles.
5. Based on a 175,000 sf site area net of Payne Street extension.

6. 1.3 acre park proposed leaving 30,000 sf site area
7. Total modeled for traffic impact analysis, should development occur other than the park.
8. 282,838 SF approved with DSUP.
9. Height and density of these sites will be determined during the Braddock East planning process. Numbers shown here are for the purpose of traffic impact analysis only.

Landmark/Van Dorn Corridor Plan

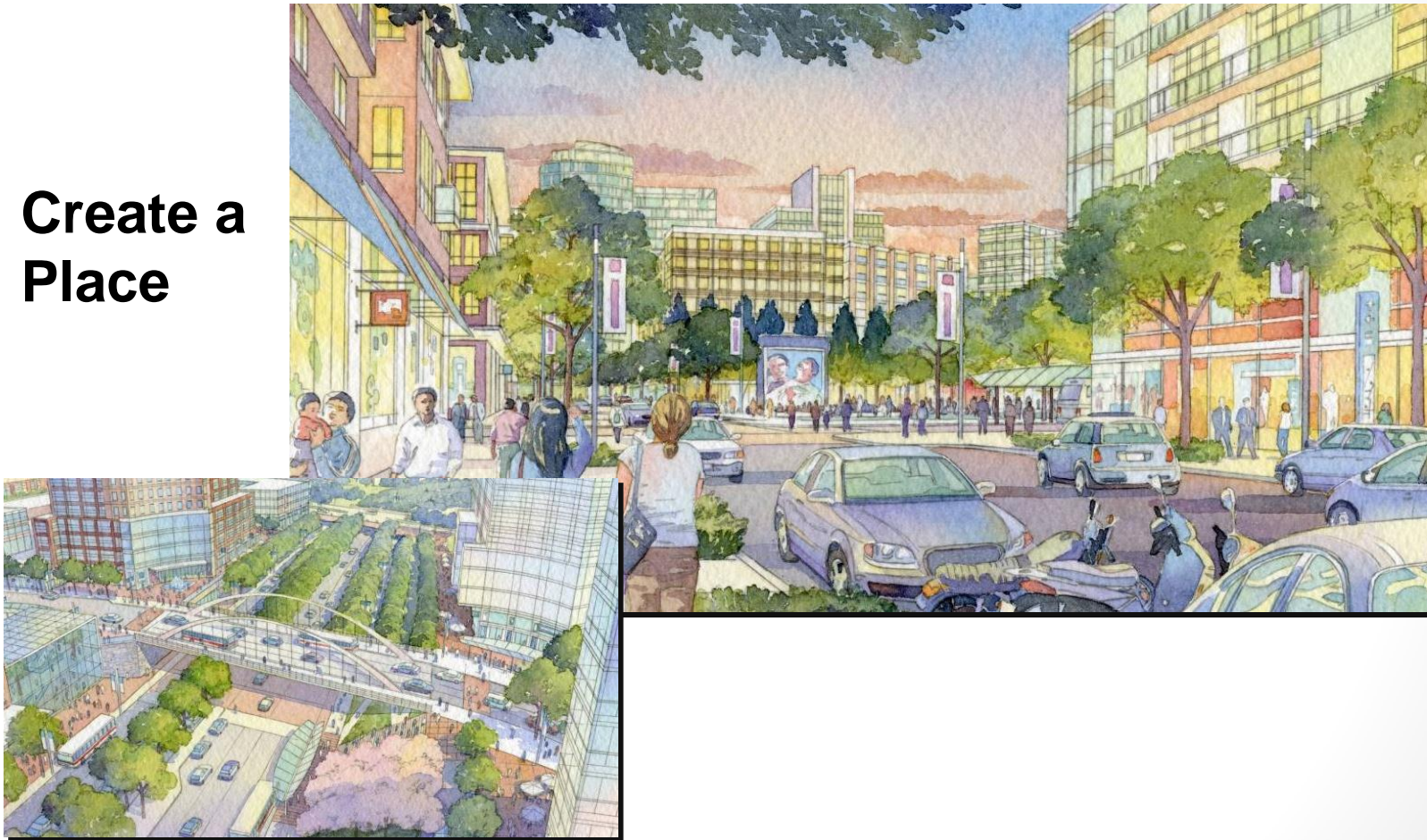
Add **Street Network**
for connectivity and
walkability – create
walkable
neighborhoods



Landmark/Van Dorn Corridor Plan

Adopted 2009

**Create a
Place**



Potomac Yard Plan

Adopted 2010



Waterfront Plan

Approved January 21, 2012





Beauregard Small Area Plan

Adopted June 16, 2012

BEAUREGARD



S M A L L A R E A P L A N



CITY OF ALEXANDRIA

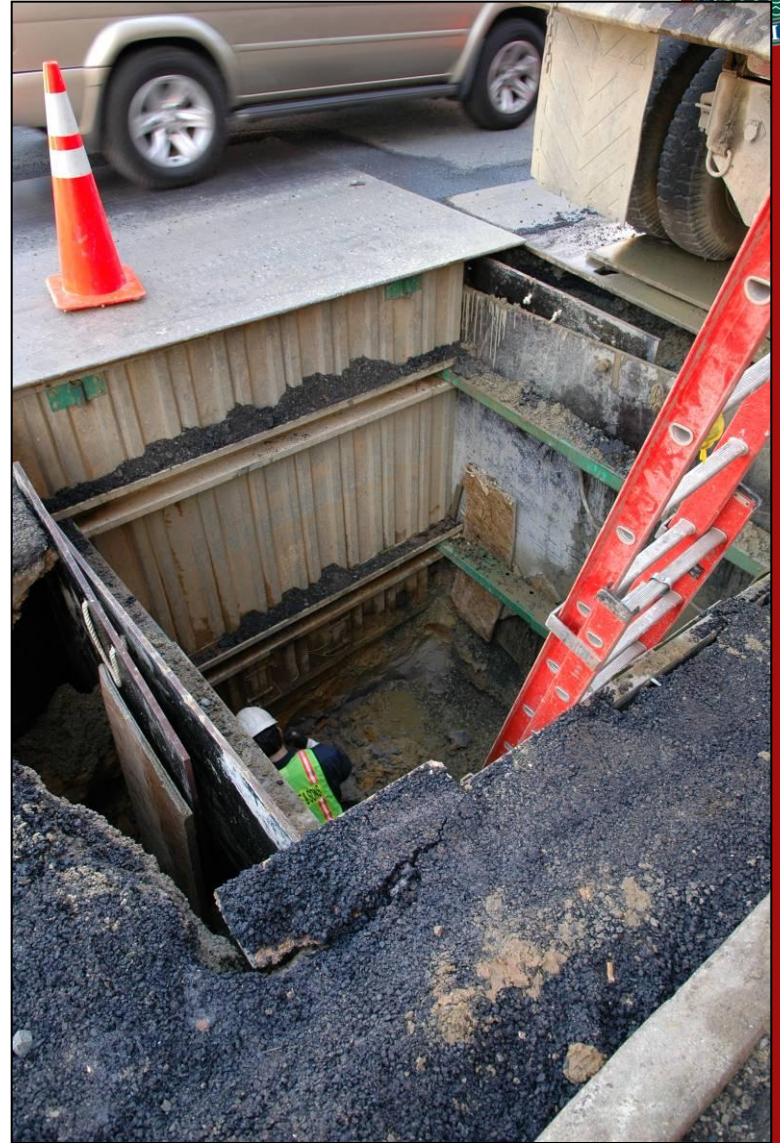
ADOPTED BY ORDINANCE #4765 ON JUNE 16, 2012

Planning Work Program

APRIL 2012 Draft FY2013 Interdepartmental Long Range Planning Work Program

[illegible]

Implementation





Zoning

3-306 Lot requirements.

- (A) *Lot size.* Each principal use shall be located on a lot with a minimum land area of 8,000 square feet except in the case of a corner lot, in which case the minimum land area shall be 9,000 square feet.
- (B) *Lot width.* The minimum lot width at the building line shall be 65 feet except in the case of a corner lot, in which case the minimum lot width shall be 80 feet.
- (C) *Lot frontage.* The minimum lot frontage at the front lot line shall be 40 feet.

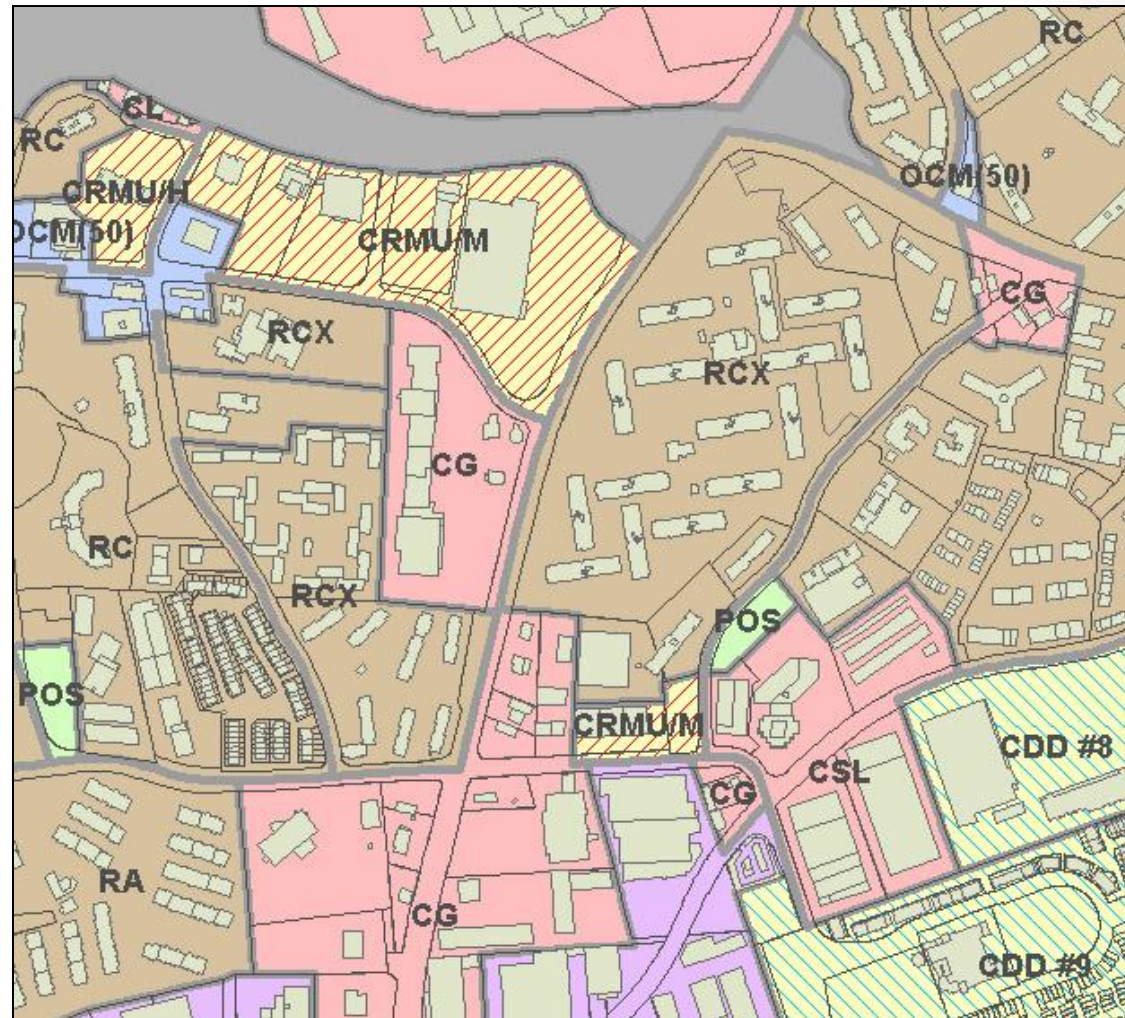
3-306 Bulk and open space regulations.

- (A) *Yard requirements.*
 - (1) *Front yard.* Each use shall provide a front yard of at least 30 feet.
 - (2) *Side yards.* Each residential use shall provide two side yards, each based on a setback ratio of 1:2 and a minimum size of eight feet. Each other use shall provide two side yards, each based on a setback ratio of 1:1 and a minimum size of 25 feet.
 - (3) *Rear yard.* Each residential use shall provide a rear yard based on a setback ratio of 1:1 and a minimum size of eight feet. Each other use shall provide a rear yard based on a setback ratio of 1:1 and a minimum size of 25 feet.
- (B) *FAR.* The maximum permitted floor area ratio is 0.35.
- (C) *Height.* The maximum permitted height of a structure is 35 feet except for a church or school use in which case the maximum permitted height is 40 feet.

(Ord. No. 3912, § 2, 1-25-97)

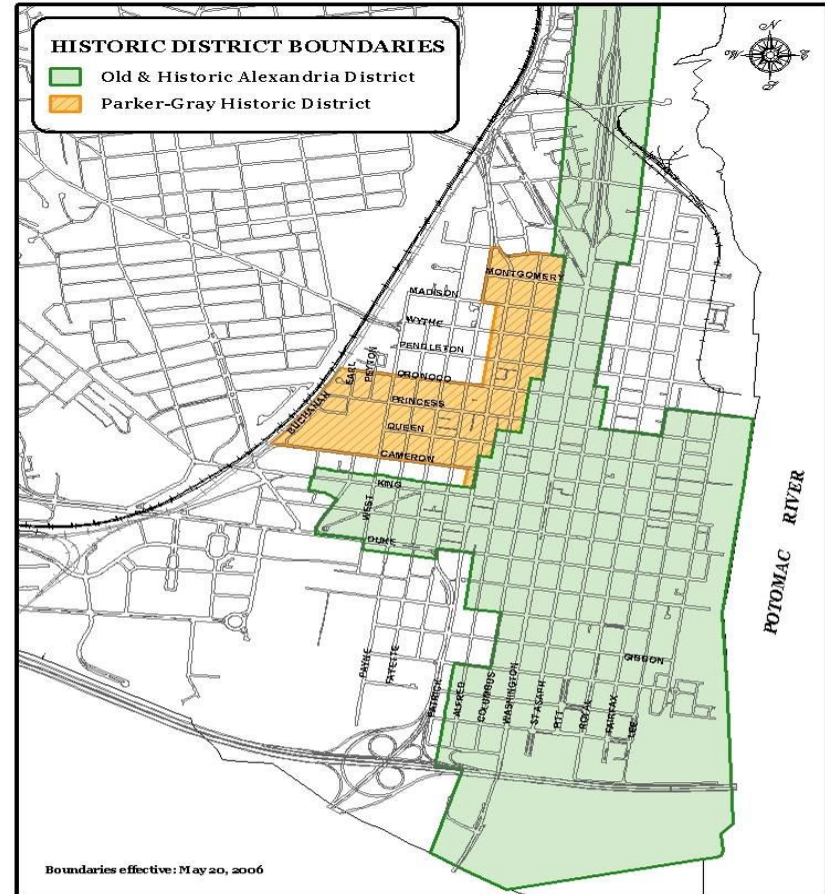
Zoning

Zoning along
Van Dorn Street
near Landmark
Mall

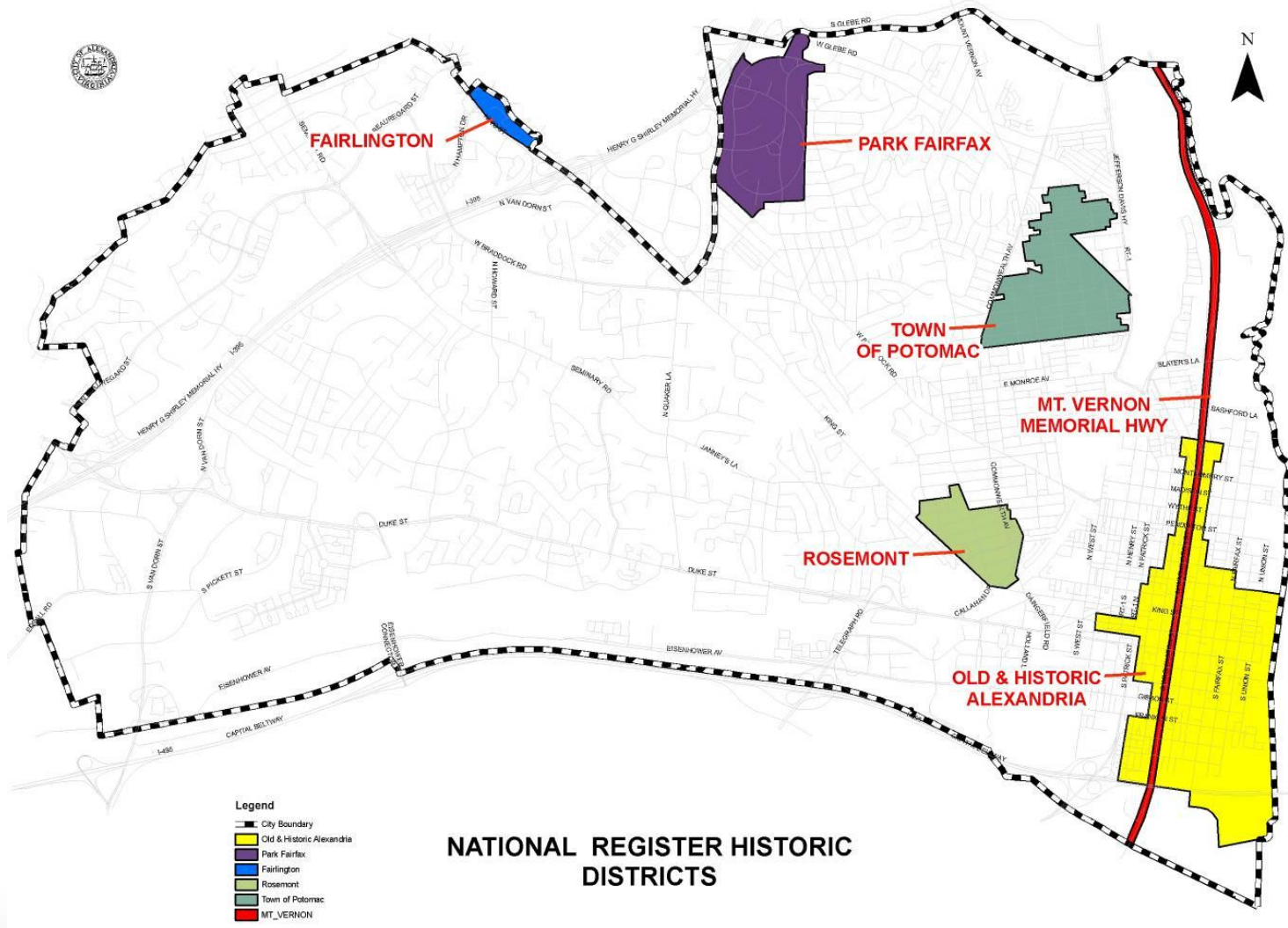


History

- Two locally regulated historic districts:
 - Old and Historic Alexandria
 - Parker-Gray



National Register Historic Districts



NATIONAL REGISTER HISTORIC DISTRICTS

Permits and Approvals

- Subdivision
 - Site Plan
 - Special Use Permit
 - Rezoning
 - Variance
 - Special Exception
-
- Zoning compliance for building permits and business licenses

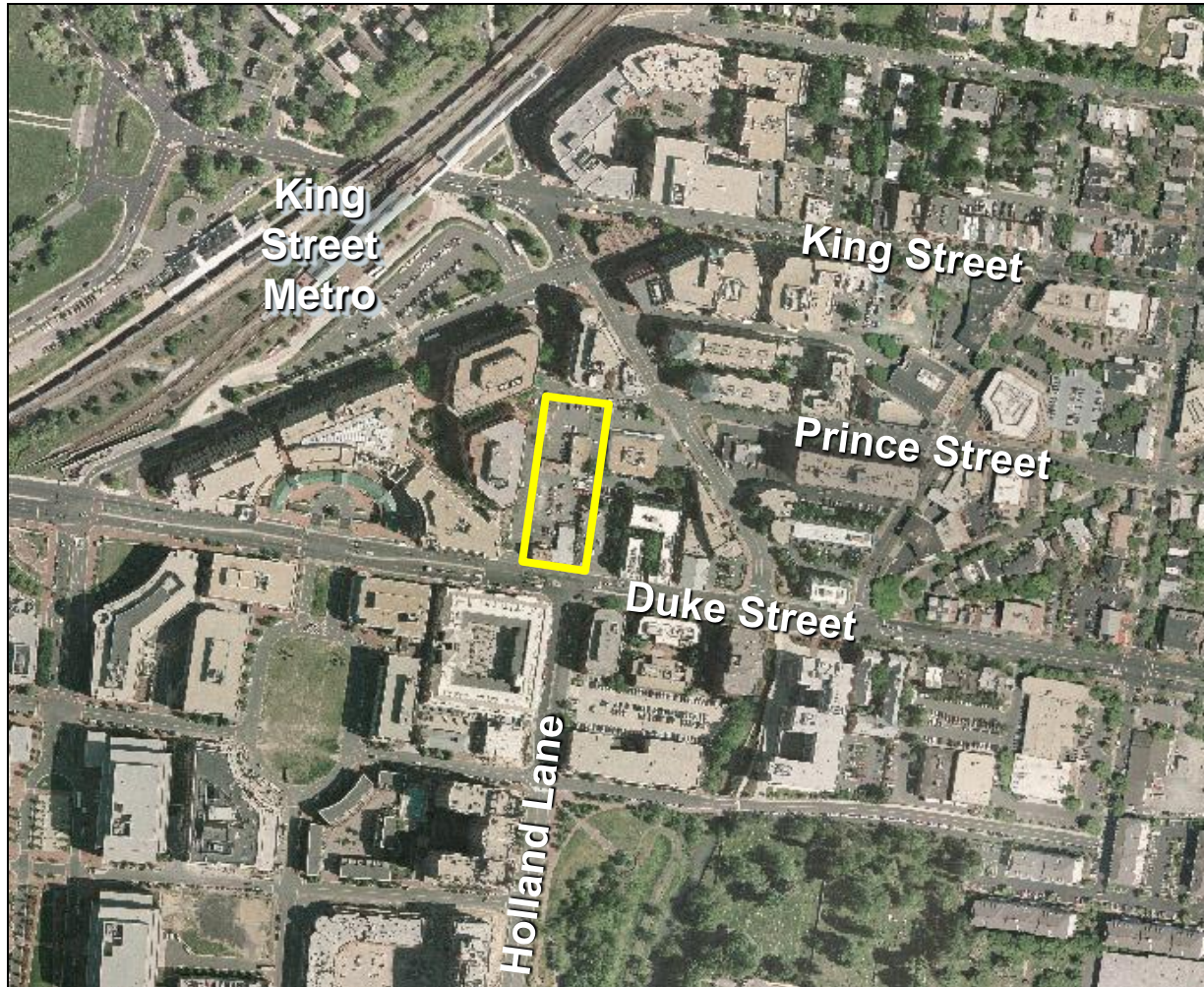


Development Review

- Development Special Use Permit
- Development Guidelines
- Exactions



Edmonson Plaza



Site Context



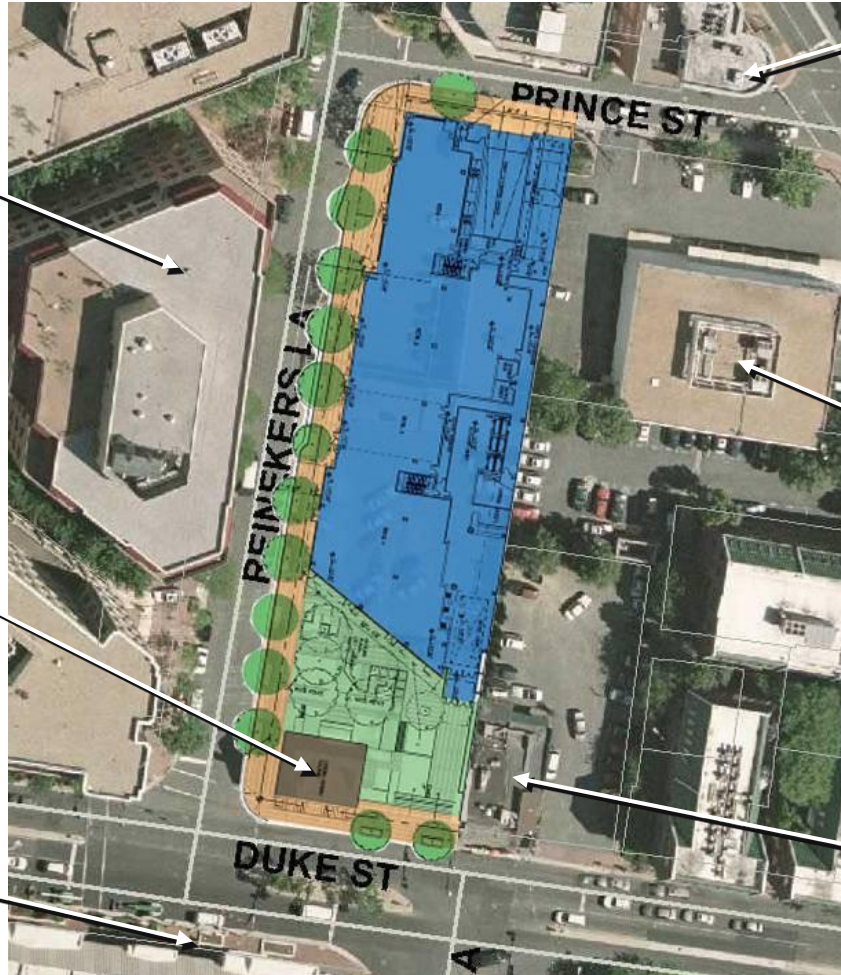
King St Station office



100-yr old building
(1707 Duke)



Whole Foods/
Royalton Condos



Metropolitan Condos



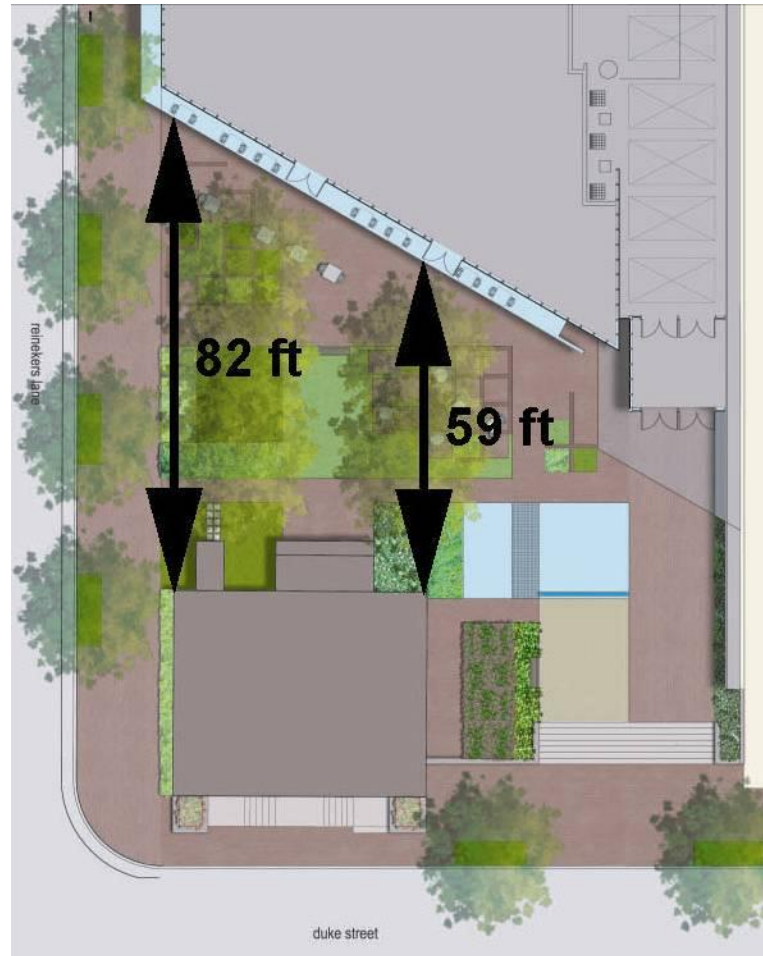
Crate and Barrel Outlet



Table Talk Restaurant

Historic Building

- Reinforces the significance of the historic building
- Accessible and visible from adjacent streets
- Opportunity for expanded open space when adjacent Table Talk property redevelops

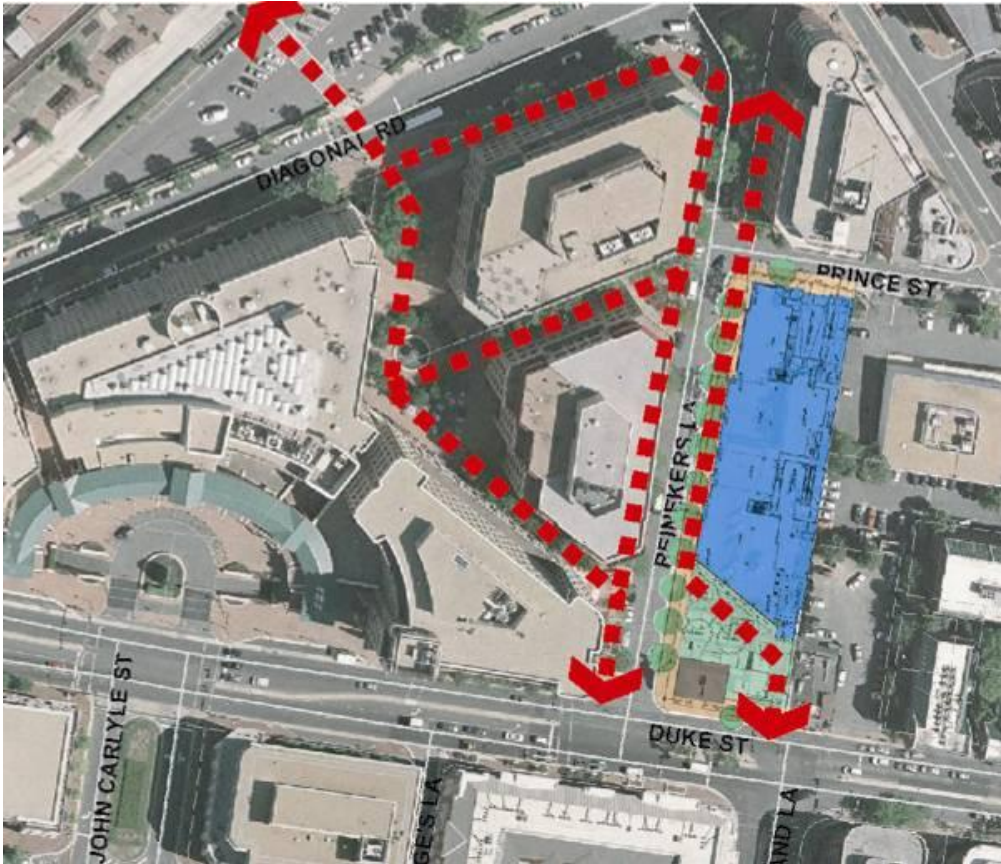


Building angle from King St Station



100-yr old house (north elevation)

Pedestrian Route to Metro



- Open space connects to other pedestrian pathways
- 14-16 ft wide sidewalk on Reinekers Ln and Prince St
- Improved sidewalk on Duke St
- Street trees, pedestrian scaled lighting, trash receptacles, bike racks
- Pedestrian visible/accessible ground-floor retail

Design



Direction

- Public engagement
- Resolve issues with the community before they get to City Council
- Development exactions for public benefits
- Expect great development

What's Next, Alexandria?

- ***What's Next, Alexandria?*** is a City initiative to begin a conversation about how Alexandrians can best participate in shaping Alexandria's future.
- The initial **community poll** closed on October 25, with more than 1,500 Alexandrians having participated. A summary of results is on line.
- **Next community dialogue April, 2013**





Awareness and Engagement

- E-news notification system
 - Community Meetings
 - Document Releases
- Planning and Zoning Web Pages
 - Comment on plans in development
- Planning Commission and Council Dockets
- Community Engagement Effort Under Way



Questions?

Planning & Zoning

301 King St., Room 2100
Alexandria, VA 22314
703.746.4666

www.alexandriava.gov/Planning



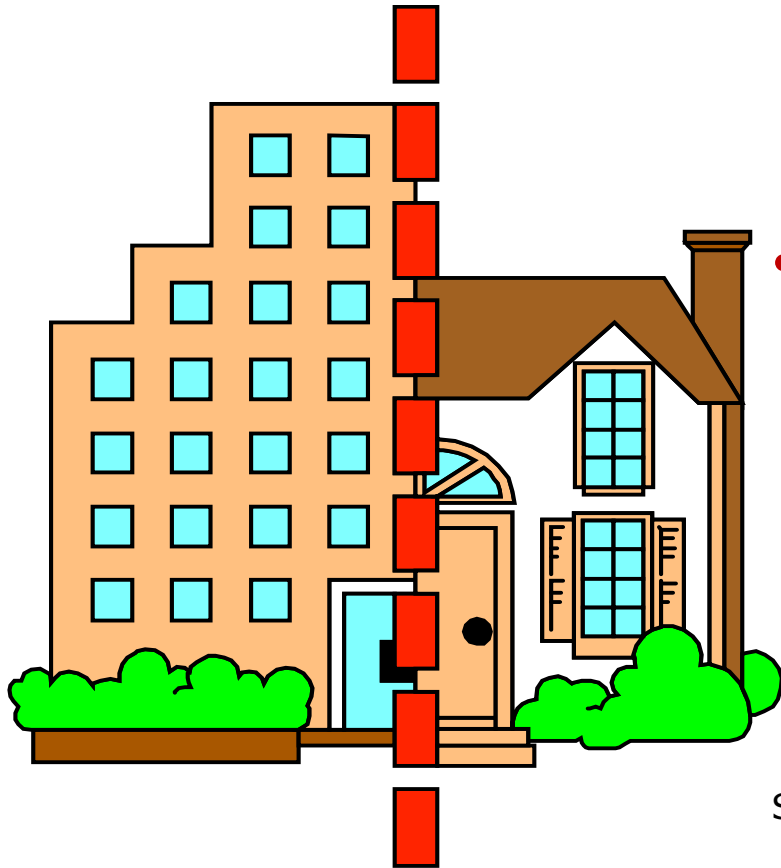
Affordable Housing

Office of Housing
Mildrilyn Davis, Director

Housing Agencies and Missions

- City of Alexandria: Office of Housing
 - Affordable housing production
 - Homeownership programs
 - Home rehabilitation programs
 - Landlord-tenant relations
 - Fair housing testing and education
- Alexandria Redevelopment and Housing Authority (ARHA)
 - Public Housing
 - Housing Choice (Section 8) Vouchers
 - Tax-Exempt Bonds
 - Redevelopment, Preservation

Housing Stock



- Alexandria's housing stock is 56.7% renter-occupied and 43.3% owner-occupied¹
- 30% of housing units are single family homes, 24% are multifamily condominiums, 46% are rental apartments²

Source: American Community Survey

¹2010

²2008

Incomes and Housing Costs

- **From 2000 to 2012:**
 - HUD median income for Washington, DC metropolitan area increased by **30%**, from \$82,800 to \$107,500
 - Average rent for market rate two bedroom unit in Alexandria increased by **71%**, from \$1,034 to \$1,776
 - Average assessed value of residential property increased by **140%**, from \$191,341 to \$458,422:
 - Single family: 143%, from \$260,907 to \$632,958
 - Condominiums: 150%, from \$106,875 to \$266,919

Affordable Housing - Rental

- Rental housing: up to 60% of the area median family income for the Washington, DC metropolitan area, adjusted for family size.
2012:* **\$58,100 for a three-person household.**
- A household at this income can afford a rent of \$1,452 per month.
- The 2012 average market rent for a 2BR unit is \$1,776.

*Dec 2011 limits; median \$107,500

Typical Alexandria Salaries, 2011:



Housekeeper: \$25,000

Affordable Rent: \$625

Retail Sales Person: \$26,000
Affordable Rent: \$650



Auto Mechanic: \$46,500

Affordable Rent: \$1,162

Child Care Worker: \$24,000
Affordable Rent: \$600



Affordable Housing - Sales

- Sales housing:
- Mathematical 80% (as distinct from "capped" HUD figure) of the area median family income for the Washington, DC metropolitan area, adjusted for family size.
2012: **\$77,400 for a three-person household.**
- A household at this income can afford a purchase price of \$268,000.
- The 2013 average assessed value of an Alexandria condominium is \$266,919.



Elementary Teacher:
\$67,000
Affordable purchase price:
\$226,000

Workforce Housing - Rental

- Rental housing: up to the mathematical 80% of median (higher than the HUD "capped" limit), adjusted for family size; currently **\$77,400 for a three-person household**.
- The income level for workforce rental housing group is the same as that for affordable sales housing.
- The 2012 average market rent for a 2BR unit is \$1,776.
- This is within the \$1,935 that a household at the maximum income level shown above can afford to pay, but is out of reach for households at the lower end of the workforce income range for rental housing.



Culinary Manager: \$64,950
Affordable rent: \$1,624

Workforce Housing – Sales

- For sales housing, the City defines workforce housing as affordable to households with incomes from 80% of median (previous slide) to 120% of median, **\$116,100 for a three-person household** in 2012.
- A household with this income can afford a purchase price of \$424,000.
- The average 2011 assessed values are \$266,919 for condominiums and \$632,958 for single family homes.



Police Officer:
\$57,000

Retail Sales
Person: \$26,000

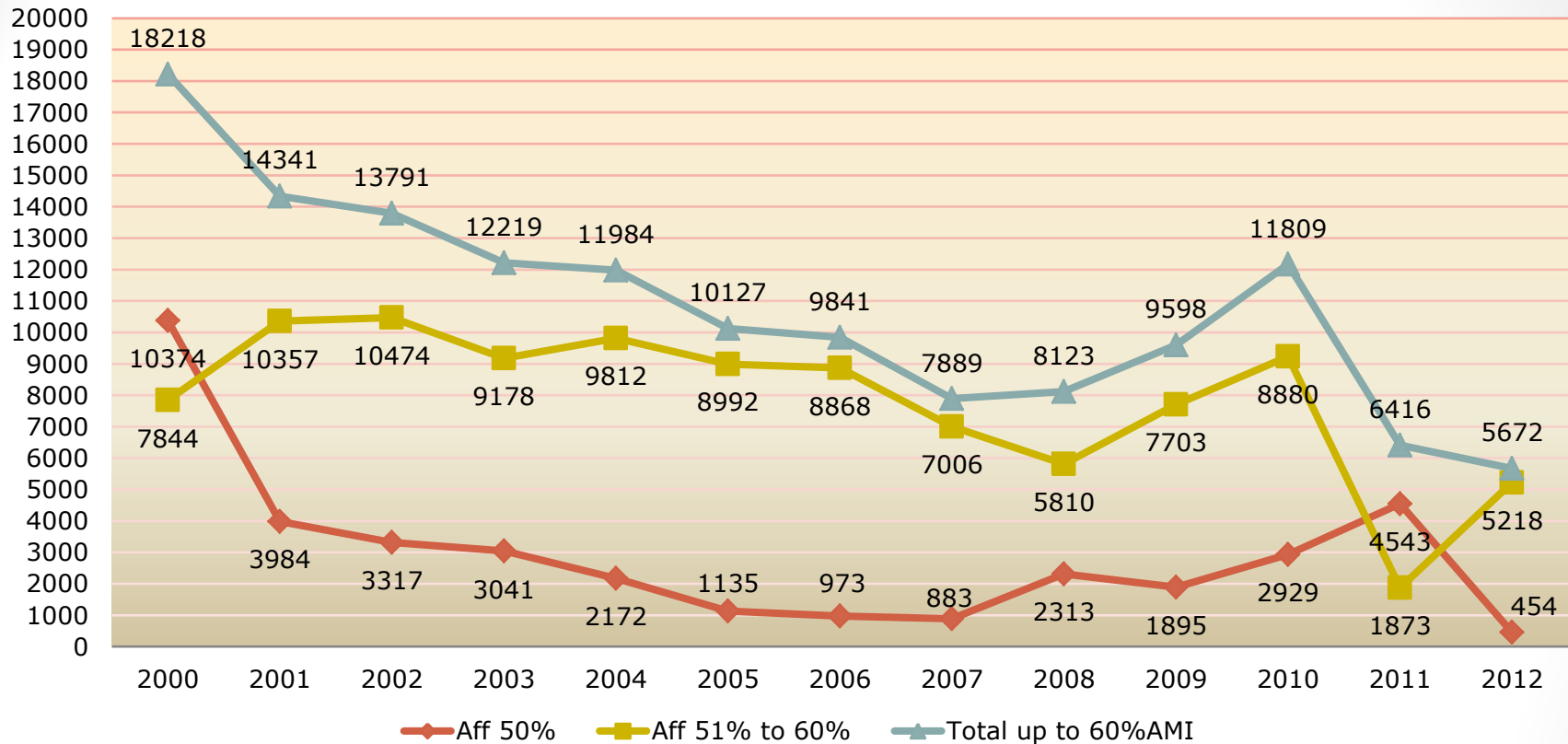
Combined:
\$83,000



Affordable purchase price: \$290,500

NOTE: This 3-person household is not eligible for City home purchase assistance, for which eligibility is capped at 100% of median.

Market Affordable Rental Units, 2000 to 2012



Threatened Assisted Rental Housing

- 871 assisted units of non-Resolution 830 units will face potential loss by June 2015
- An additional 480 units face threats from July 2015 – June 2020

Loss of Rental Units Through Condominium Conversion

- 2,935 units registered with the state for condo conversion since November 2004 (1,067 subsequently shelved)

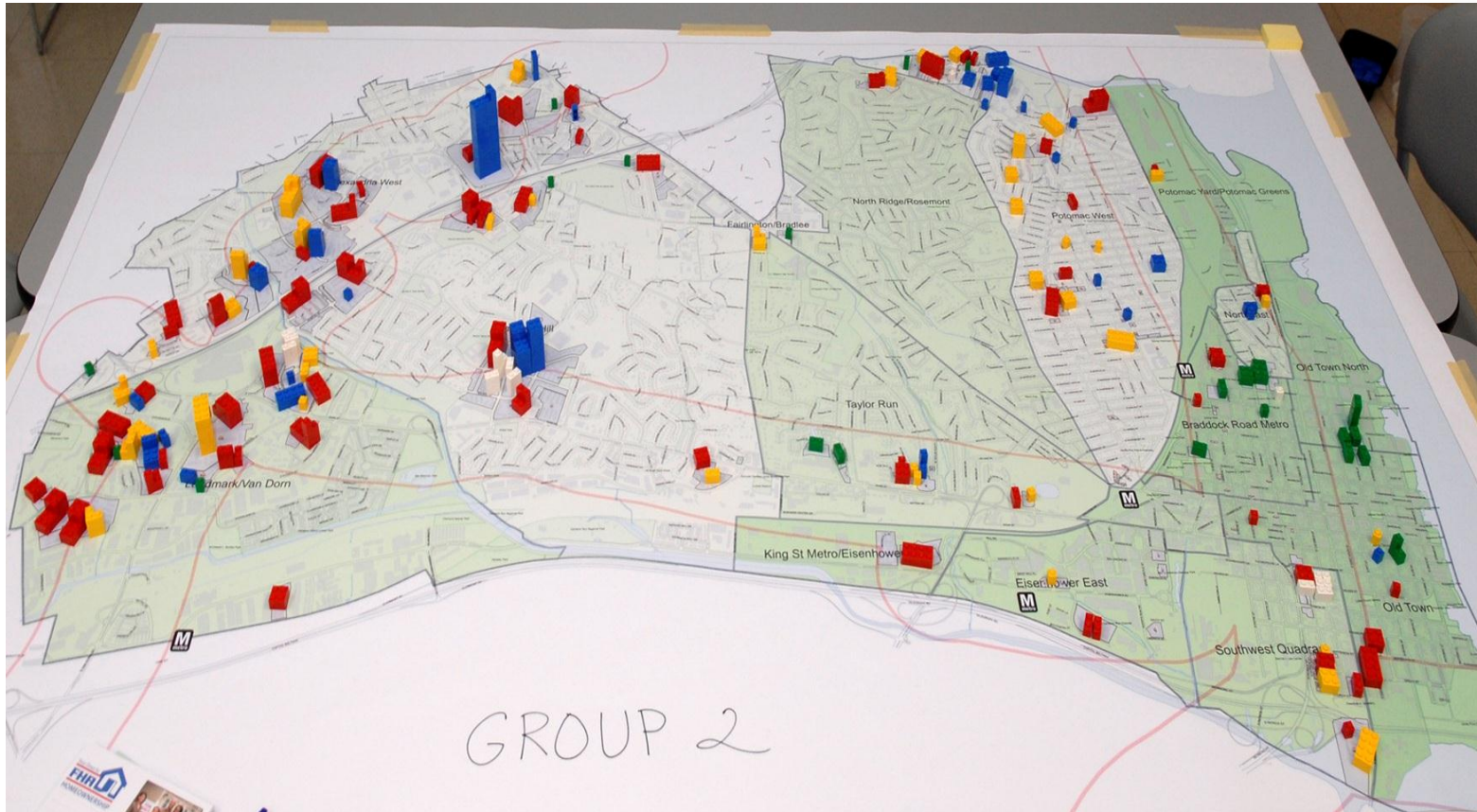


Assisted Rental Housing

Assisted Housing Type	Number of Units
Resolution 830 (public housing and replacement units)	1,150
Non Resolution 830	
Project-Based Sec. 8	950
LIHTC and/or Tax Exempt Bonds	1,378
Set-aside rental units	79
Local assistance (incl. federal CDBG/HOME) only	159
TOTAL	3,716

Housing Choice Vouchers	1,906
--------------------------------	--------------

Affordable Housing Locations, 2010



The 2010 distribution of Alexandria's affordable housing, as depicted with Legos for the Housing Master Plan Allocation Exercise. Each "dot" on a Lego block represents 25 units.

Green = public housing and public housing replacement

White = affordable to households at 30% AMI

Blue = affordable to households at 31% - 50% AMI

Yellow = affordable to households at 51% - 60% AMI

Red = affordable to households at 61% - 80% AMI

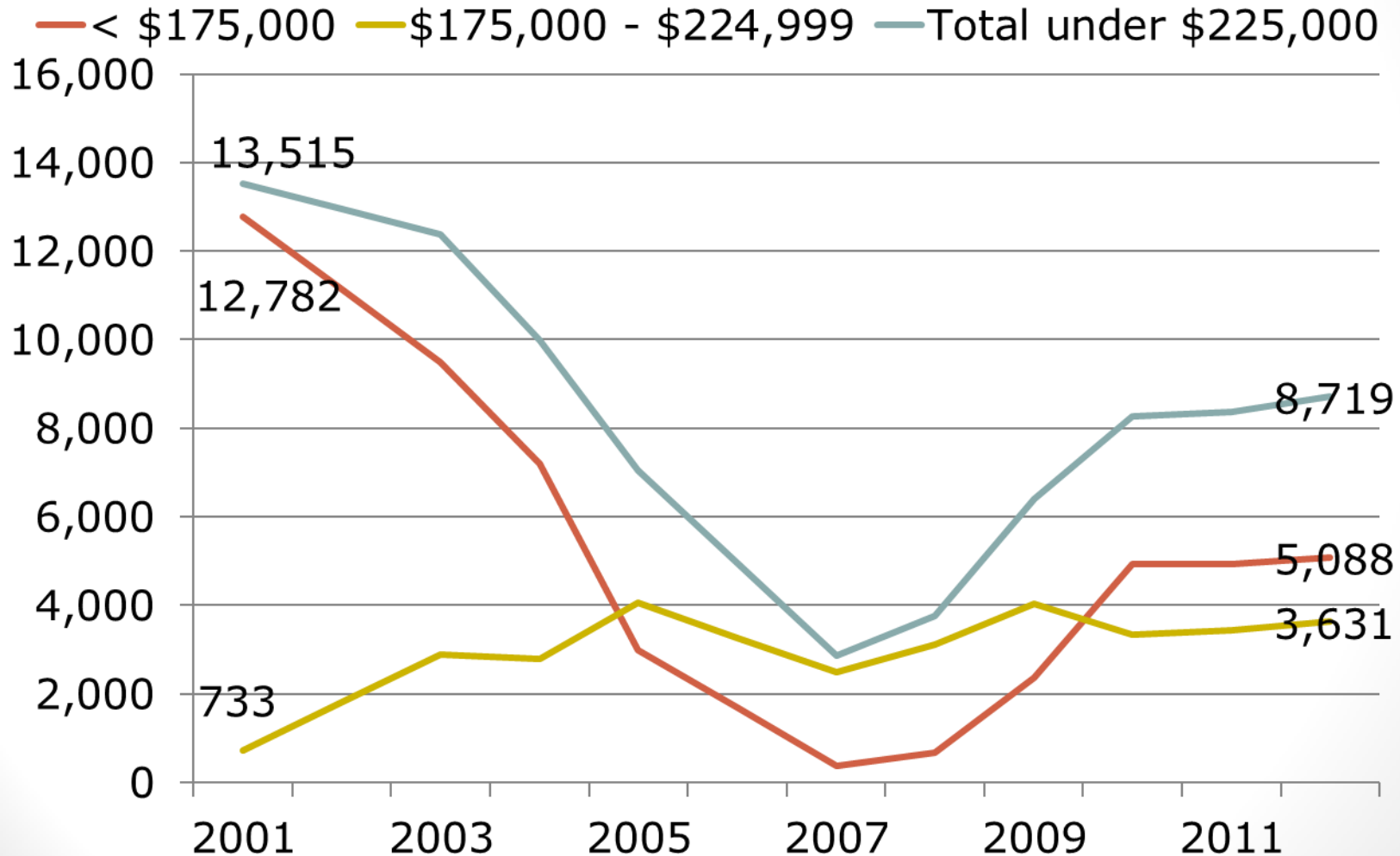
Need for Additional Publicly Assisted Units

- Currently 3,710 Publicly Assisted Rental Units
- 2010 Demand was approximately 14,000
- Market Rate Affordable Housing is continuing to decline
- ARHA Voucher Wait list has 7,895 households and the Public Housing Wait list has 7,796 households



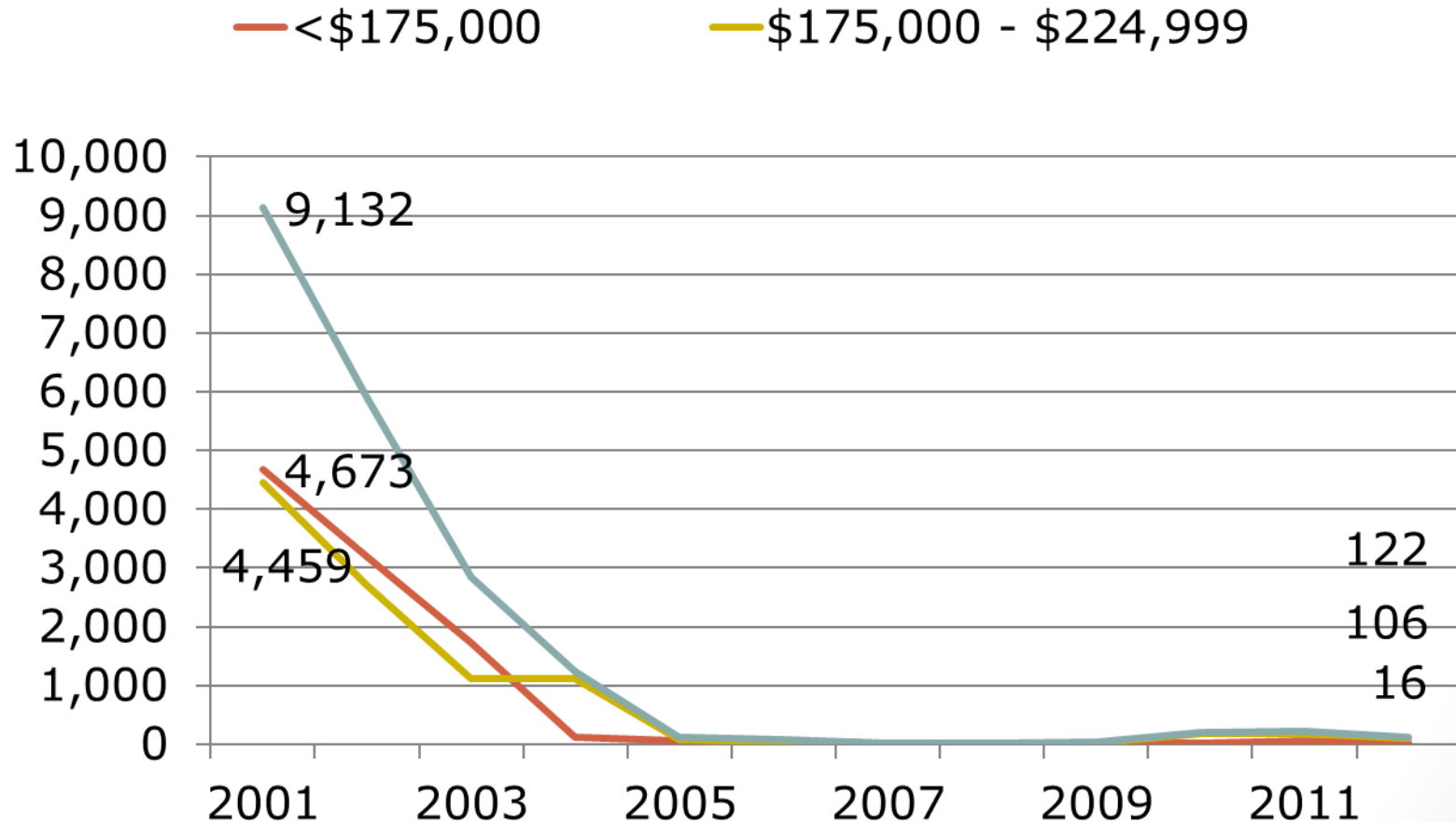


Condominiums Assessed up to \$225,000





Single Family Homes Assessed up to \$225,000



Resale Restricted Ownership Housing

- Set-aside sales units: 119 in 12 developments
 - Most set-aside sales units have recorded covenants that require the unit to be resold to an eligible buyer at an affordable price during an affordability period of 15 – 30 years.
 - Covenants have changed over time and resale restrictions vary.
 - Covenant currently in use requires owner to reduce sales price (from appraised value) by a percentage equal to the discount owner received when unit was purchased
 - Housing staff work with owners to find eligible purchasers
- Home purchase assistance units: 81
 - All units receiving City home purchase loans since FY 2010 require owner to reduce sales price (from appraised value) by a percentage equal to the percentage the City assistance represented of the total sales price

Office of Housing

Major Funding Sources



	FY 2012	FY 2013
Federal grants		
•Community Development Block Grant (CDBG)	\$1,142,519	\$606,236
•Home Investment Partnerships Program (HOME)	\$815,124	\$373,796
General Fund	\$1,651,705	\$2,167,845
Dedicated revenues (separate from budget in FY 2012; included in FY 2013)	\$587,102	
Housing Trust Fund (developer contributions and program income)	\$511,500	\$993,966

Producing Affordable Housing

- Securing affordable units in new developments
 - Using incentives under Zoning Ordinance
 - Voluntary contributions translated into units
- Direct funding support for construction or acquisition/rehabilitation
 - Housing Opportunities Fund
 - Dedicated one cent (now 0.6 cents) on real property tax rate
 - General obligation bonds
 - Development of units by Alexandria Housing Development Corporation and other non-profits
- City support for funding by others



Set-Aside Units Provided by Developers

- Ownership
 - Kensington Court: 4
 - Portner's Landing: 4
 - Old Town Greens: 10
 - Townes at Cameron Parke: 8
 - Summer's Grove: 12
 - The Preston: 6
 - Residences at Cameron Station: 7
 - The Prescott: 4
 - Alexandria Crossing: 9
- Rental
 - Northampton Place: 12 (in condominium building)
 - The Alexander: 13
 - Halstead Tower: 9*
 - Carlyle Place: 13
 - The Meridian: 15*
 - The Strand: 2*
 - Del Ray Central: 9
 - Post Carlyle Square (Carlyle Block O): 6

*Initially pledged as ownership units

(Excludes 55 non-covenanted units, 16 of which are restricted by other means)

Pending Affordable Housing Contributions

- Units pledged, not yet under construction
 - Lane – 38 units
 - Stevenson Ave – 9 units
 - Hoffman – 56 units
 - Mt Vernon Village Center – 28 units
 - Braddock Metro Place – 10 units
 - The Delaney – 23 units
 - Giant at Potomac Yard – 12 units
 - Potomac Yard Landbay J – 8 units
- Outstanding pledged monetary contributions: \$25,000,000
 - Payable when projects are completed

The Station at Potomac Yard



Voluntary Contribution Formula Update (Pending)



Development Category	2005 Rates	2012 Rates
Non-Residential	\$1.50	\$1.78
Tier 1 Residential		
For-Sale	\$2.00	\$2.37
Rental	\$1.50	\$2.37
Tier 2 Residential	\$4.00	\$4.74

Beauregard Plan Affordable Housing

- As currently proposed, Plan will provide 800 new (599) and preserved (201) affordable and workforce units, committed for a period of 40 years
- Development will span 40 years; process will be gradual
- Without Plan, current market affordable units could be lost through
 - Rent increases
 - Renovation and repositioning
 - Redevelopment within existing density/FAR

Non-City Financing for Affordable Housing Development

- Low Income Housing Tax Credit Program
- Tax Exempt Bond Program
- VHDA Multifamily SPARC Program
- VHDA REACH Initiatives
- Grants (E.g., Federal Home Loan Bank)
- Conventional Loans

City Assistance for ARHA Redevelopment

- Samuel Madden - \$3.5 million (repaid in full) plus \$700K property acquisition
- Quaker Hill - \$4.7 million (partially repaid); includes rollover of prior \$1.2 million
- Glebe Park - \$5.6 million to pay off HUD-insured mortgage in preparation for redevelopment (partially repaid); \$1.44 million bridge loan (repaid in full)
- James Bland - \$4.8 million for 16 off-site replacement units

Making Housing Affordable

- Assistance with housing costs
 - Homeownership costs
 - Down payment and closing costs (LIMITED)
 - Mortgage financing (VHDA; LIMITED)
 - Property tax relief (seniors and persons w/disabilities)
 - Home rehabilitation assistance
 - Rental costs
 - Rent subsidies (ARHA, HUD)
 - Rent relief (seniors and persons w/disabilities)
 - Rapid rehousing (homeless)

Home Rehabilitation



- Home Rehabilitation Loan Program
 - Provides no-interest loans to income-eligible owner-occupants of single family homes and condominiums
 - Construction cost limit of \$90,000, plus recordation, title search, termite inspection, recording fees and moving and storage expenses.
- Rental Accessibility Modification Program (RAMP)
 - Grants of up to \$50,000 in CDBG monies to modify rental units for persons with disabilities
 - Mini-grants of up to \$1,500 in Housing Trust Fund (non-CDBG) monies for minor items, such as grab bars

Homeownership Programs

- Flexible Homeownership Assistance Program: no-interest, deferred down payment and closing cost assistance
 - Up to \$50,000 for households up to M80% of median
 - Up to \$30,000 for households up to 100% of median
 - Up to \$10,000 for City, ACPS and selected other employees; no income limit, but maximum sales price
 - Housing staff may administer program for employees of ACVA, AEDP, ATC (DASH), ARHA, and ASA if funded in those agencies' budgets
- Access to VHDA Special Mortgage Financing
- Currently limited to special projects; e.g., resale set-aside units; Neighborhood Stabilization Program; ARHA Family Self-Sufficiency Program participants

Other Office of Housing Programs/Activities

- Landlord-Tenant Complaint Mediation
- Annual Rent/Vacancy Survey
- Fair Housing Testing Program
- Fair Housing Training

Alexandria Draft Housing Master Plan



Guiding Principles

- **Principle 1:** Variety of housing options at all incomes
- **Principle 2:** Housing choice for all ages and abilities
- **Principle 3:** Active partnerships
- **Principle 4:** Key priorities for distribution and preservation
 - Access to transportation and services
 - Strategic preservation or location opportunities
 - Geographic distribution
- **Principle 5:** Social and cultural diversity through mixed income communities
- **Principle 6:** Healthy and growing economy requires affordable housing



Review and Approval Process

- ✓ Draft Plan Released November 2012
- ✓ Town Hall Meetings
 - ✓ January 24 7-9 Samuel Tucker School
 - ✓ February 11 7-9 Jefferson Houston School

- PC/CC Work Sessions

- PC work session – March 5
 - CC work session – April 9



- Public Hearing and Consideration

- May or June 2013



Importance of Affordable Housing

- Alexandria's ability to offer a spectrum of affordable housing options is both
 - critical to the City's future economic growth, and
 - central to the City's vision of itself as a diverse and caring community.
- The loss of affordable housing over the last decade is a clear and present threat to the City's economic and racial/ethnic diversity.

From the Introduction to the Affordable Housing Initiatives Work Group Interim Recommendations.



Recent and Current Projects with City Funding

ParcView Apartments

Acquired by Wesley Housing Development Corporation with City assistance;
rehabilitation completed



Total units: 159 (120 after Rehab) City investment: \$9 million

Beverly Park Apartments

Acquired by Wesley Housing Development Corporation; rehabilitation completed



Total units: 41 (33 after rehab) City investment: \$2,000,000

Beasley Square

Sponsored by Harambee Community and Economic Development Corporation;
rehabilitation and new construction in progress; completed January 2011



Total Units: 8

City investment \$1,139,000

Arbelo Apartments

Acquired by Alexandria Housing Development Corporation from RPJ
Housing; rehabilitation pending



Total units: 34
City investment:
\$3,500,000



Lacy Court Apartments

Acquired by Alexandria Housing Development Corporation from RPJ Housing; windows replaced; CDBG-R stimulus funds designated for energy & other improvements; major rehabilitation pending



Total units: 43



City investment: \$7,250,003

Longview Terrace Apartments

Acquired by Alexandria Housing Development Corporation from RPJ
Housing; rehabilitation pending



Total units: 41
City investment:
\$3,200,000

Quaker Hill

Previous investor's 99% interest in tax credit partnership acquired by the Alexandria Redevelopment and Housing Authority (ARHA); rehabilitation completed.



Total units: 60

City investment: \$4,700,000

Alexandria Crossing



Total Units: 84 public housing; 9 workforce; 1 RPO; 12 market
City investment: \$7,040,000

Additional Approved Affordable Housing Development Projects

- Redevelopment Underway
 - James Bland (134 public housing, 245 market rate units), ARHA. To be developed in 5 phases. Phase I and II completed (36 ARHA units, 76 market units) and Phase IV (44 ARHA units, 61 market units) underway. City investment: \$4.8M for 16 replacement units
- Redevelopment Approved
 - James Bland Phase V (includes Phase III)





Questions?

Office of Housing

421 King St., Suite 200
Alexandria, VA 22314
703.746.4990

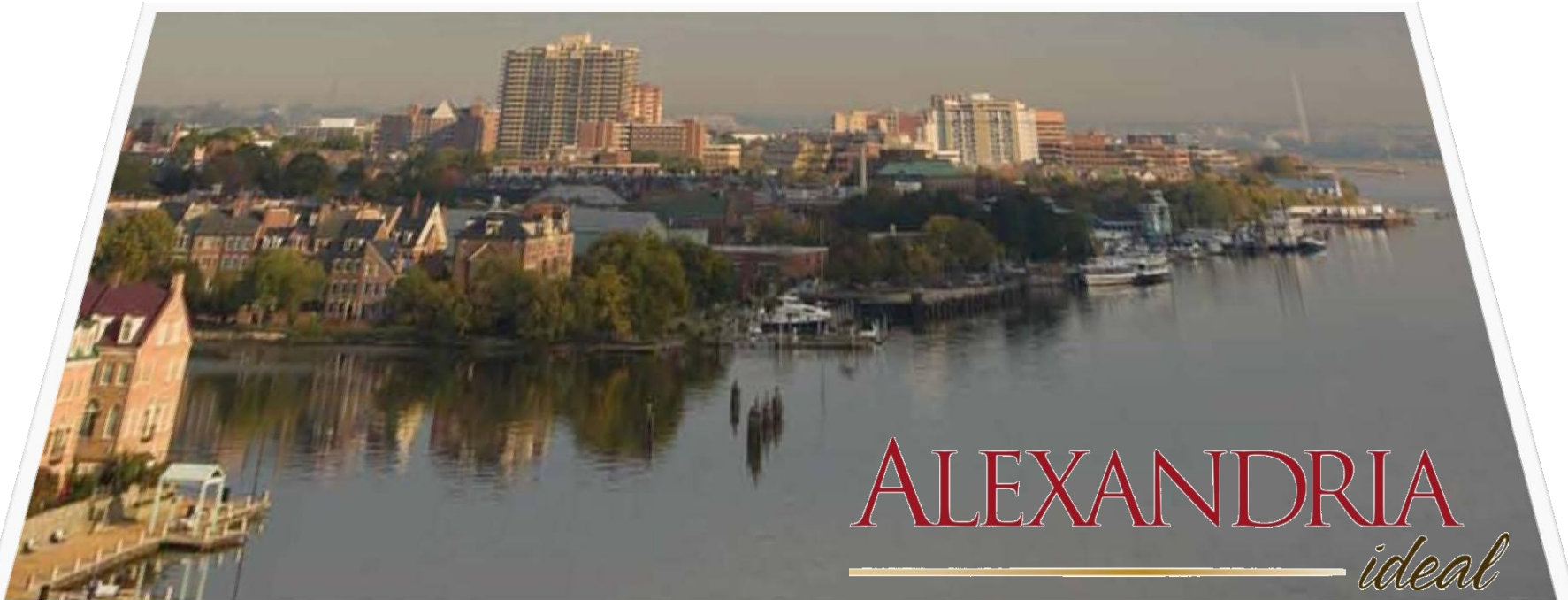
www.alexandriava.gov/Housing



Alexandria Economic Development Partnership (AEDP)



OUR GOAL is to strategically support existing and future businesses, development and economic growth in Alexandria in order to ensure that businesses are successful and that the City is competitive with neighboring jurisdictions in our region.



Economic Development in Alexandria



- Collaboration



- Partnerships



- Sustainability



- Accountability



- Shared success



Economic Development Vision and Goals

Alexandria should be a vibrant, creative, diverse City where large and small businesses can locate and grow while enhancing the community's quality of life.

Grow the tax base

- ✓ Achieve an even blend of commercial to residential tax base
- ✓ Bring more jobs to the City
- ✓ Promote new commercial development

Diversify the economy

- ✓ More depth in federal agency cluster
- ✓ Leverage position relating to presence of USPTO
- ✓ Strengthening retail sector in Old Town and beyond

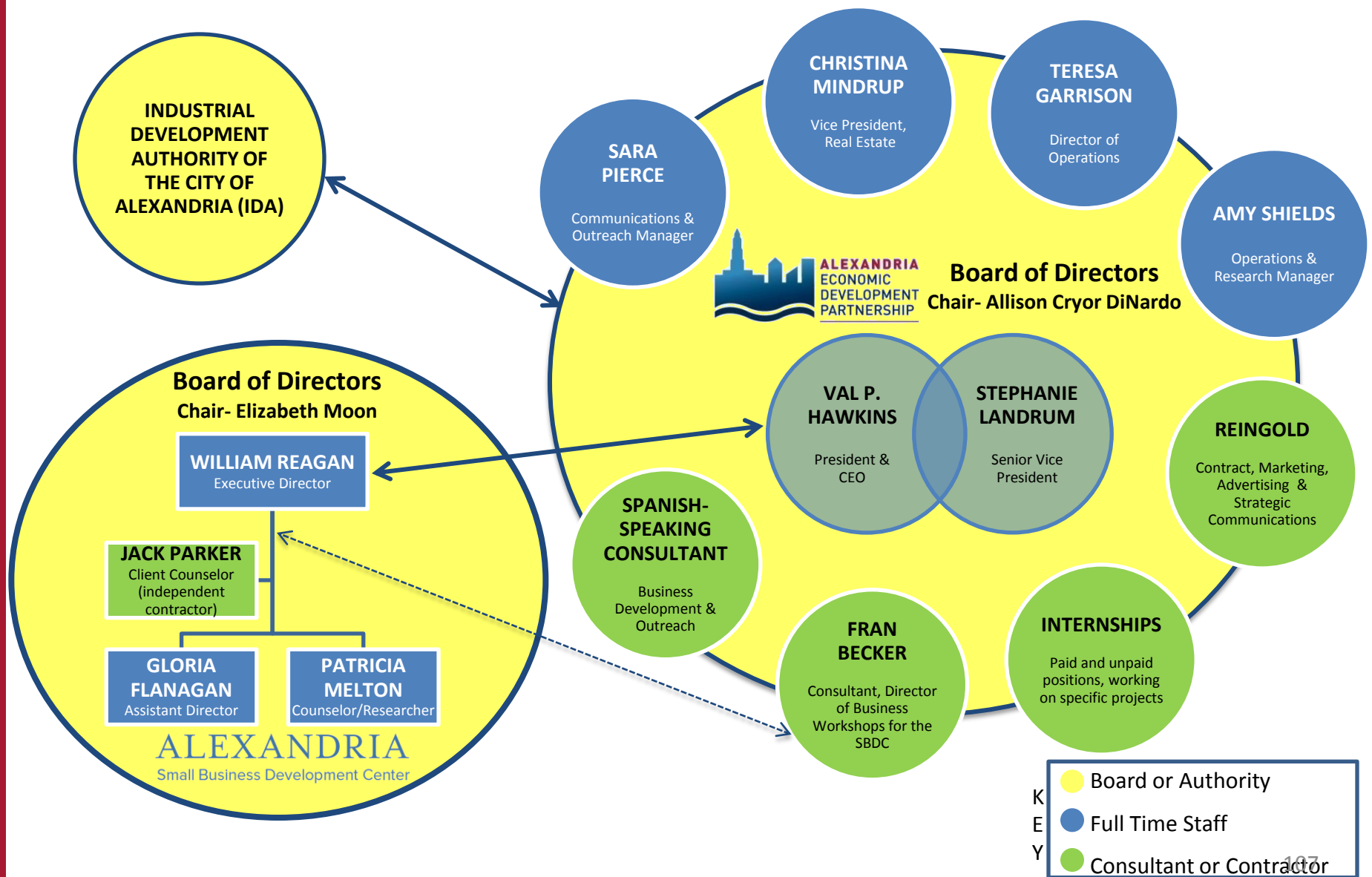
Attract & retain businesses

- ✓ Build on the commercial creative cluster
- ✓ Expand association and nonprofit cluster
- ✓ Branding of Alexandria

Board of Directors

- 18 member Board of Directors
- Consists of up to fifteen (15) business representative Directors from:
 - Financial
 - Real Estate
 - Major Employer (with more than 250 employees)
 - Advertising/Public Relations
 - Land Use/Development
 - Attorney/Architect/Planner/Engineer
 - Information Technology
 - Defense Industry
 - Trade or Professional Association
- One citizen Director; and
- Two *ex officio* directors; elected official or Alexandria City staff member to be appointed annually by the Alexandria City Council and the Chairman of the Alexandria Chamber of Commerce or its designee.

Organizational Chart & Relationships



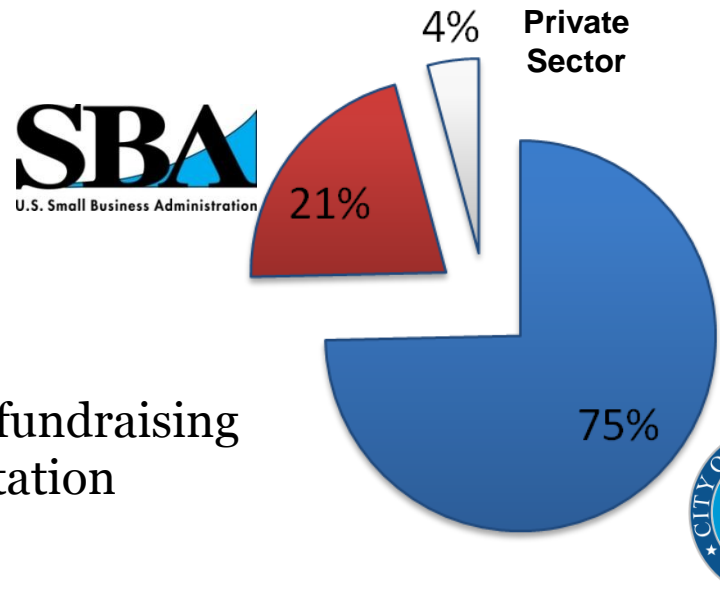
ALEXANDRIA

Small Business Development Center

Mission: To strengthen small businesses and promote economic growth by providing quality services such as management consulting, educational programs and access to business resources.

Funding: A mixture of local, federal and private dollars support the Center.

- Founded in 1996
- Organized as a 501(c)(3) to allow for fundraising
- Board of Directors includes representation from all funders



Industrial Development Authority

Mission: To provide financing assistance to qualified businesses and organizations wishing to make an investment within the City of Alexandria.

Structure: A seven-member body appointed by the Alexandria City Council for staggered four-year terms, the IDA was created by ordinance of the City Council according to the Industrial Development and Revenue Bond Act of Code of Virginia.

Details: The IDA acts as a conduit, issuing bonds and lending proceeds to 501(c)(3) organizations, small manufacturers and others. The financial markets set interest rates on such bonds below comparable rates for taxable financings because bondholders can exclude interest on the bonds from their gross income.

- Staffed by AEDP
- Fees collected are dedicated to economic development



Economic Development ROI

New Tenants

Jobs

Development Occupancy

Retained Tenants

Increased RE Values

+ Tax Revenue

City's Strategic Plan

Goal 1: There is quality development and redevelopment, support for local business and a strong, diverse and growing local economy.

Vision: Pursue objectives to sharpen Alexandria's competitive advantage and profile within the region through:

- Discerning development
- Operational excellence
- Community investment through incentives

What We Do



- **BUSINESS ATTRACTION & RECRUITMENT**

- **PROMOTION of Alexandria as an IDEAL place for business**

- **BUSINESS RETENTION & SUPPORT**

Resulting in:

- Filling vacant office space
- Filling vacant retail space
- Creating jobs



More of What We Do

■ INFLUENCE REAL ESTATE & DEVELOPMENT DECISIONS

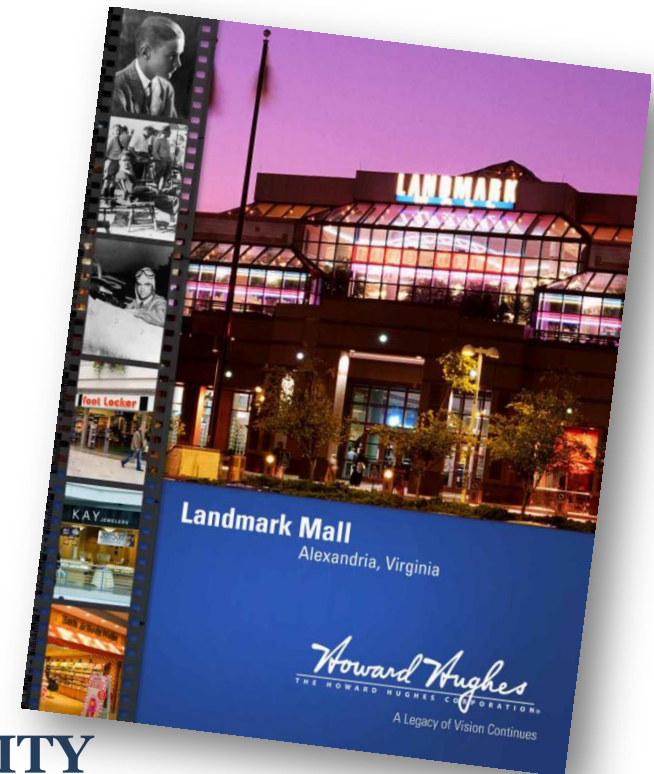


■ SOURCE OF REAL ESTATE & ECONOMIC INFORMATION

■ LIAISON BETWEEN THE CITY AND BUSINESSES

Resulting in:

- Encouraging and activating NEW commercial development
- Rebalancing the commercial and residential tax base
- Creating a common set of economic facts
- Maintaining & building on City's new 'business-friendly' reputation



Major Projects of Focus

Attracting Federal Government agencies & contractors



Encourage legislative changes:

- *Higher GSA Prospectus cap rate for Alexandria & Arlington*
- *Change of DoD lease specs to weigh access to transit as an important decision criteria*



THOMSON REUTERS

Major Projects of Focus

*Strengthening retail and tourism infrastructure and
Supporting and strengthening small business*

Focus on Retail:

- Comprehensive retail database
- Co-market space to desired retailers
- Broker outreach and events (ICSC)
- Sharing FACTS with civic groups



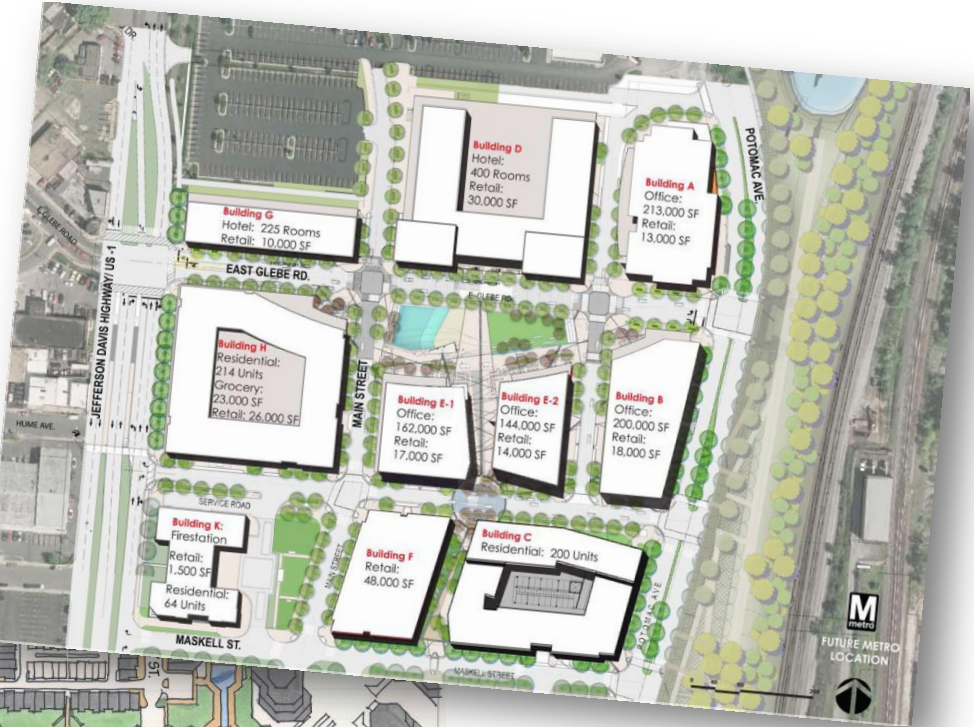
Work in retail neighborhoods to build and support
business organizations and efforts

Educational Workshop, Brown Bag, Roundtable events
year-round



Major Projects of Focus

Promoting new commercial development



Major Projects of Focus

Retaining key private office tenants

AEDP/City team approach

Market existing competitive advantage

Post-mortems on economic wins/losses

Outreach meetings with existing
businesses



Catholic
Charities
USA®



Major Projects of Focus

Expanding Association & Nonprofit segment

- Fourth largest concentration of Associations and Non-profits in the United States- more than 420
 - Boat US- Boat Owners Association
 - United Way
 - American Physical Therapy Association
 - Salvation Army
 - Gifts in Kind
 - Volunteers of America
 - American Diabetes Association
 - Catholic Charities USA
 - American Society of Clinical Oncology
- Bond financing program: Industrial Development Authority



ALEXANDRIA

ideal

To stay in touch,
follow us on Twitter and
'Like' us on Facebook!



Twitter profile card for **ALEXANDRIAideal** (@ALEXANDRIAideal). The profile picture is a blue silhouette of the Alexandria skyline. The bio reads: "#AlexandriaVA news, events and tidbits tweeted by the staff of the Alexandria Economic Development Partnership (AEDP). Alexandria: Ideal for #Business! Alexandria, VA · <http://www.AlexEcon.org/>". The card shows 415 tweets, 262 following, and 479 followers.

ALEXANDRIAideal
@ALEXANDRIAideal

#AlexandriaVA news, events and tidbits tweeted by the staff of the Alexandria Economic Development Partnership (AEDP). Alexandria: Ideal for #Business!

Alexandria, VA · <http://www.AlexEcon.org/>

415 TWEETS 262 FOLLOWING 479 FOLLOWERS



Facebook page for **ALEXANDRIA ideal**. The cover photo shows a marching band. The page has 178 likes and 11 talking about this. The bio reads: "Non-Profit Organization [ALEXANDRIA - Ideal for Business, Ideal for Living.] The Alexandria Economic Development Partnership promotes the City of Alexandria as a premier location for businesses by capitalizing on its many assets that make Alexandria ideal." The page features a status update about Tartan Properties and a list of recent posts by others on the page.

ALEXANDRIA ideal
178 likes · 11 talking about this · 3 were here

Non-Profit Organization
[ALEXANDRIA - Ideal for Business, Ideal for Living.] The Alexandria Economic Development Partnership promotes the City of Alexandria as a premier location for businesses by capitalizing on its many assets that make Alexandria ideal.

What's on your mind?

ALEXANDRIA ideal shared a link via Tartan Properties Commercial.
Friday

A retail-centric post from Alexandria-based Tartan Properties Commercial- leave your comments and thoughts below!

Alexandria Retail Renaissance | Tartan Properties
tartanproperties.com
I was out walking on King Street last night

Recent Posts by Others on ALEXANDRIA ideal

- Dunbar Alexandria-Olympic Boys & Girls Club
Academic support, Character & Leadership, Lifeskills, The ...
Friday at 6:10pm
- The Alexandria Singers
Looking for a great event for all ages this holiday season?...
November 28, 2012 at 2:41pm
- Renata Kelly-Rippy, Marketing Think Tank
RGS Title Alexandria celebrates National Military Appreciat...
May 8, 2012 at 11:01am
- Sabrina Ricks Campbell
Occasionally Cake Old Town opens today!
April 12, 2012 at 8:28am



Questions?

Alexandria Economic Development Partnership, Inc.

625 N. Washington St., Suite 400

Alexandria, VA 22314

703.739.3820

www.alexecon.org

POWERING ALEXANDRIA'S ECONOMY

THROUGH TOURISM

(March 14, 2013)



Patricia Washington, President/CEO
Alexandria Convention & Visitors
Association

ACVA'S STRATEGIC GOALS



To promote a healthy, dynamic, growing economy for the benefit of our citizens, business owners and attractions through tourism marketing.

To generate measurable gains in visitorship, overnight stays, and higher overall spending.



ACVA: A PUBLIC/PRIVATE PARTNERSHIP

Nonprofit organization funded by:

- City of Alexandria
- ACVA Members

Members: Hotels, Restaurants,
Shops, Arts & Historic Attractions,
Tour Businesses, etc.

OUR STRONG MOMENTUM

BREAKTHROUGHS IN 2012

ADVERTISING

100 MILLION ▶ Households Reached

PUBLIC RELATIONS

600 ▶ Media Placements

16.1 MILLION ▶ Media Circulation

\$425,000 ▶ Value of Earned Placement

WEBSITE/VISITALEXANDRIA.VA.COM

1 MILLION ▶ Unique Visitors

VISITOR SERVICES

400,000 ▶ Visitors' Guide

300,000 ▶ Official Maps

80,000 ▶ Ramsay House Visits

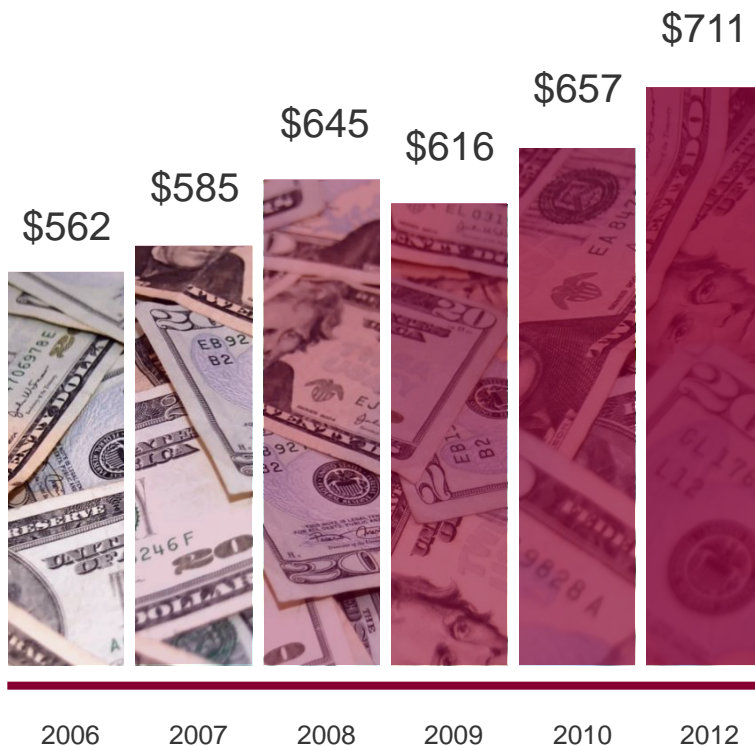
CONFERENCES & MEETINGS

188 ▶ Meetings/Group Bookings

\$6 MILLION ▶ Value of Bookings

TOURISM ECONOMIC IMPACT 2011

ANNUAL TOURISM SPENDING IN ALEXANDRIA (IN MILLIONS)



In five years, visitor spending increased 22 percent in Alexandria, dramatically outpacing the rest of Virginia, which averaged an increase of 9 percent.

(Source: Virginia Tourism Corporation, US Travel Association, Smith Travel Research))

TOURISM ECONOMIC IMPACT 2011

3.3
MILLION

ANNUAL VISITORS
TO ALEXANDRIA

\$23.1
MILLION

CITY TAX
REVENUE

6,067

ALEXANDRIA
JOBS

\$711 **MILLION**

VISITOR
SPENDING
GENERATED

(Source: Virginia Tourism Corporation, US Travel Association, Smith Travel Research)

4:1 RETURN ON INVESTMENT

AN INDEPENDENT STUDY FOUND THAT EVERY \$1 SPENT ON TOURISM MARKETING GENERATED \$133 IN VISITOR SPENDING AND \$4 IN ADDITIONAL TAX REVENUE.

WHAT'S AHEAD: 2013 PLAN



New Marketing Campaign

Launch new marketing campaign:
Fall 2013



Questions?

Alexandria Convention & Visitors Association

625 N. Washington St., Suite 400
Alexandria, VA 22314
703.652.5369

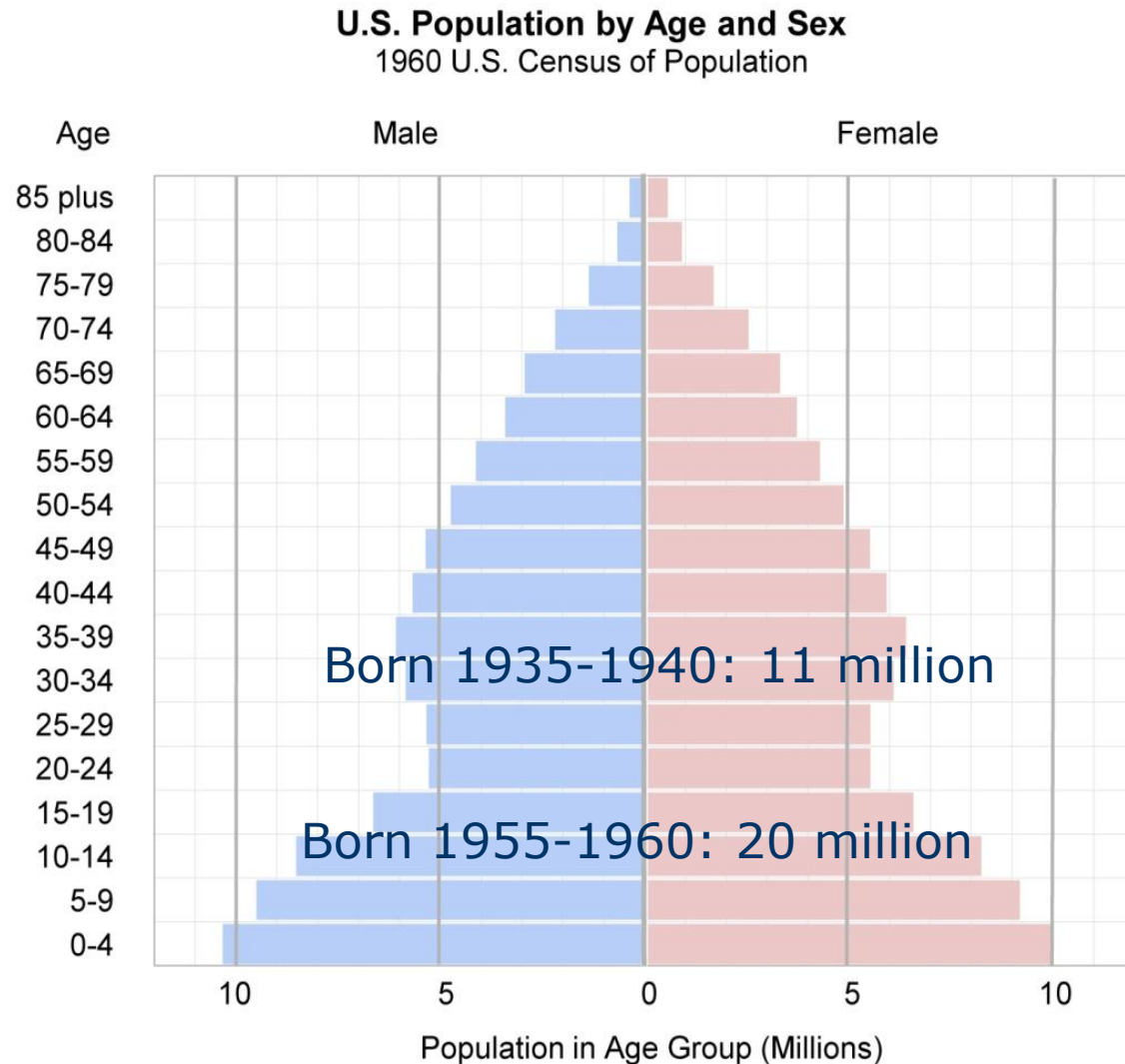
www.visitalexandriava.com

Supplemental Information

- **Baby boom impacts**
- **School enrollment history and projections**

U.S. 1960 Age-Sex Pyramid – 50 years ago

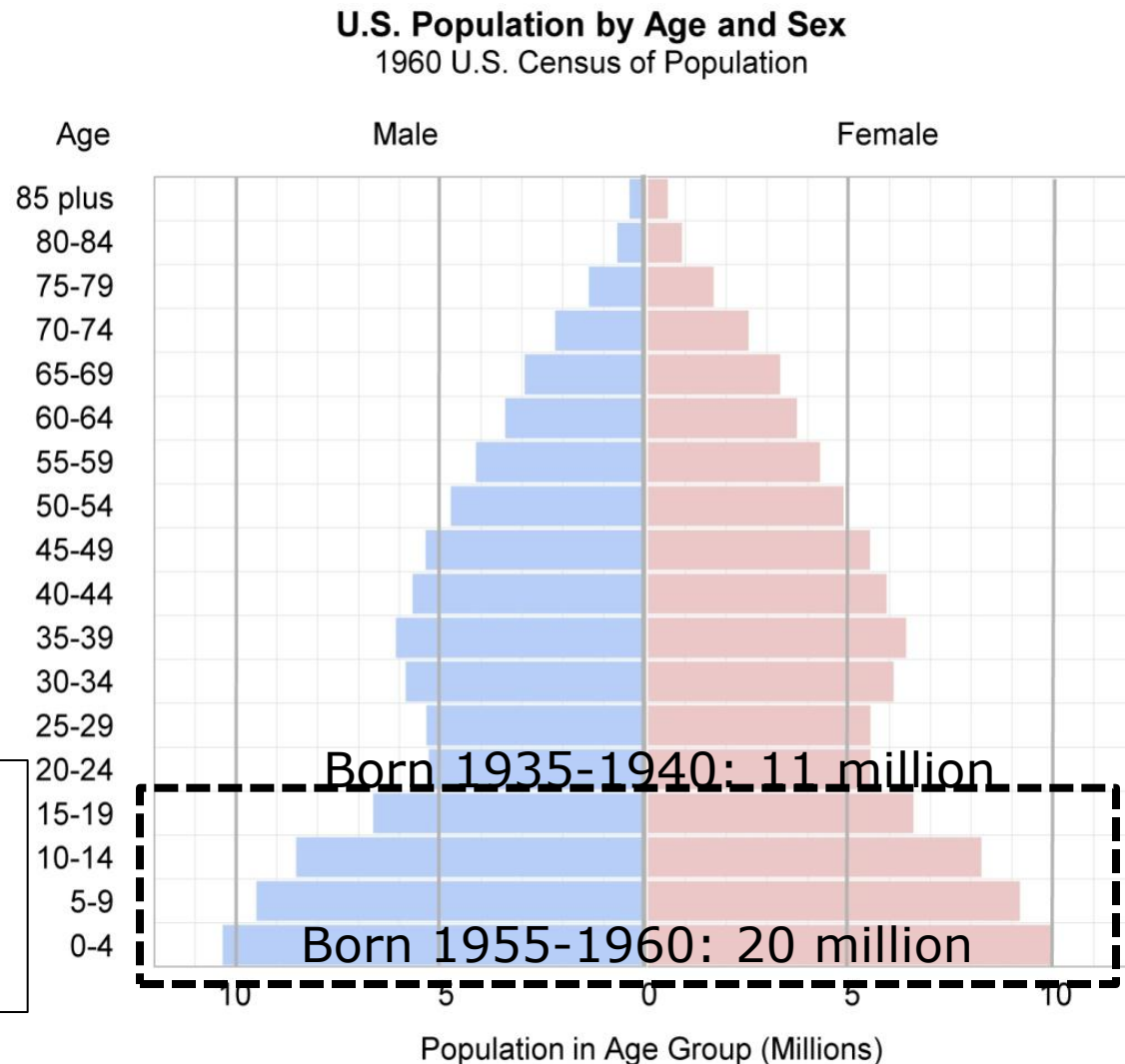
- ❑ 5-year age groups, with oldest at the top and youngest at the bottom.
- ❑ From 1940 to 1960, the number of births per year nearly doubled



U.S. 1960 Age-Sex Pyramid – 50 years ago

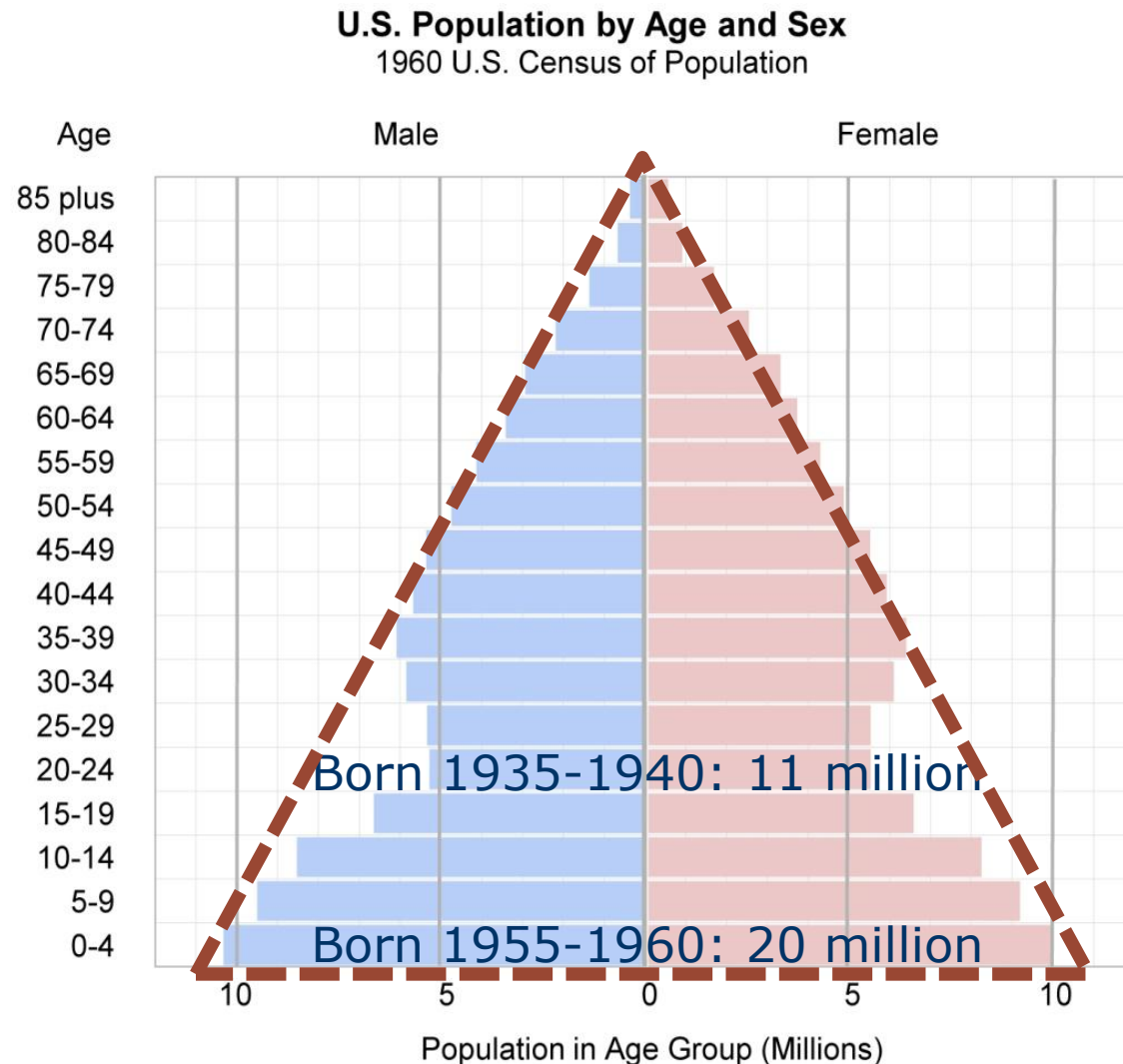
- ❑ In 1960, 5-year age groups show 20 years of baby-boom growth, nearly doubling since 1940

**The Baby Boom:
1946-1964**



U.S. 1960 Age-Sex Pyramid – 50 years ago

- ❑ The baby boom returned the U.S. to the traditional pyramid of steadily growing population after the depression years.

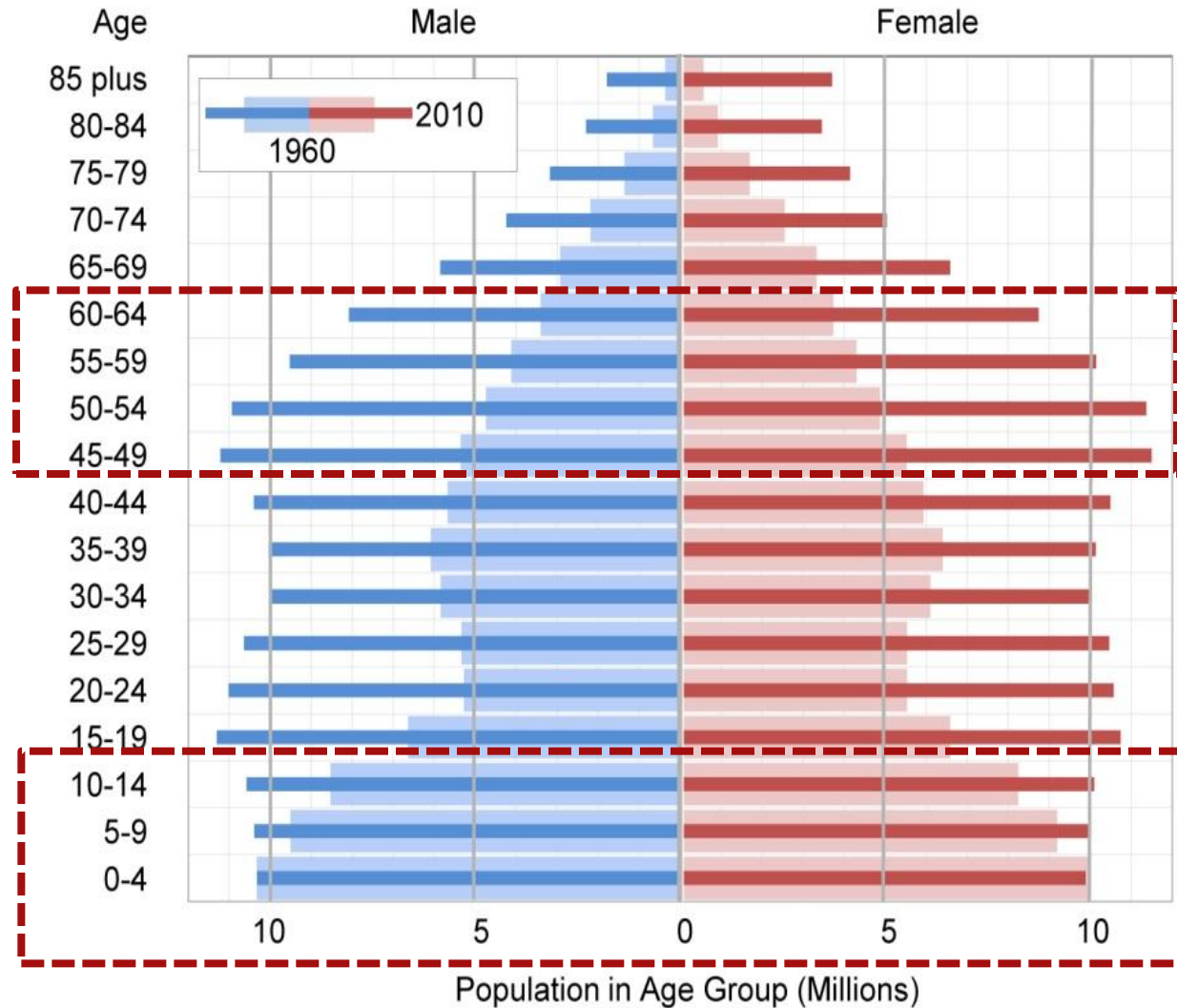


2010 Age-Sex Cupcake



Baby boomers
in 2010 –
now age
45 to 65

U.S. Population by Age and Sex
1960 and 2010 U.S. Census of Population

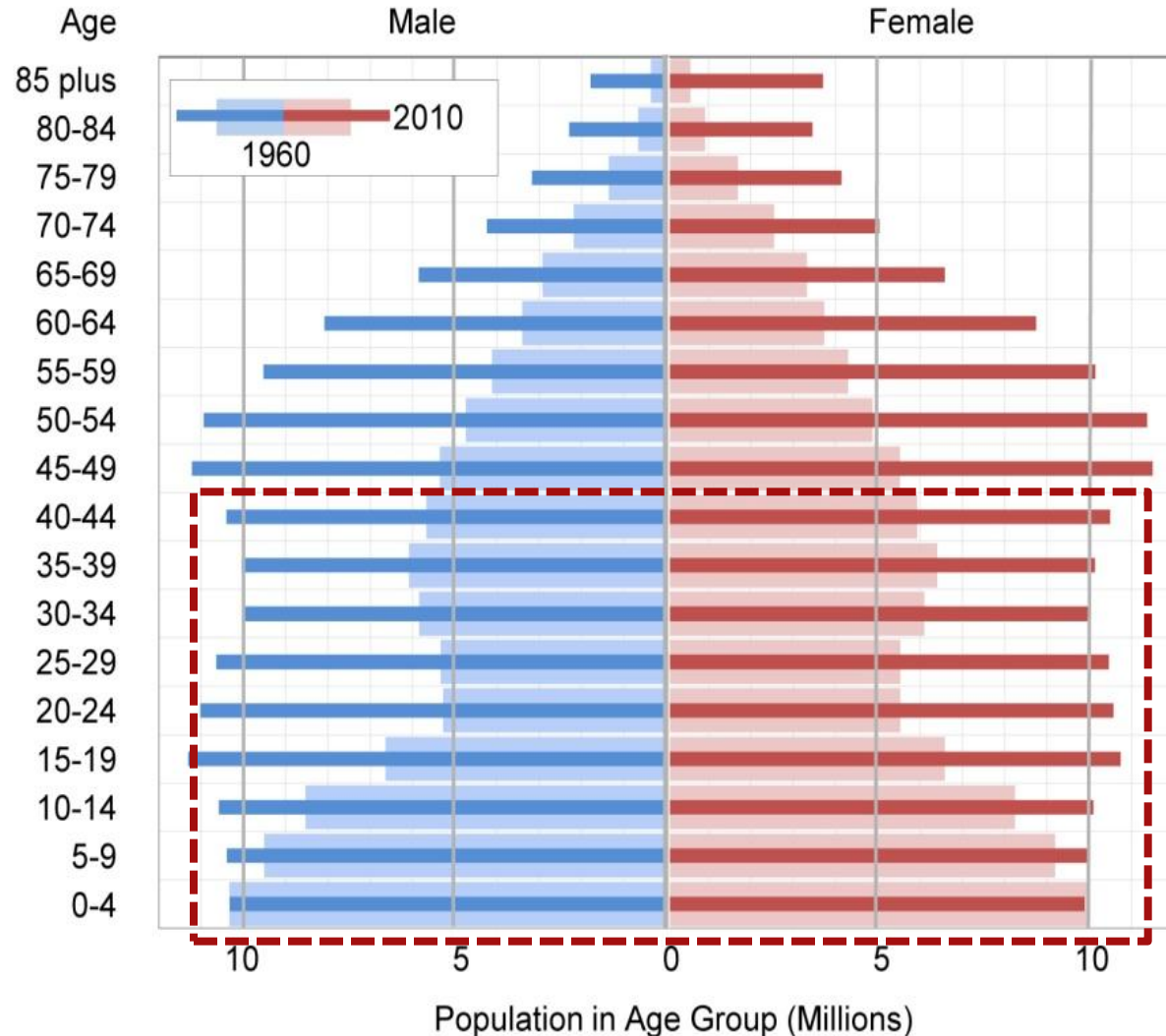


Baby boomers
in 1960

2010 Age-Sex Cupcake



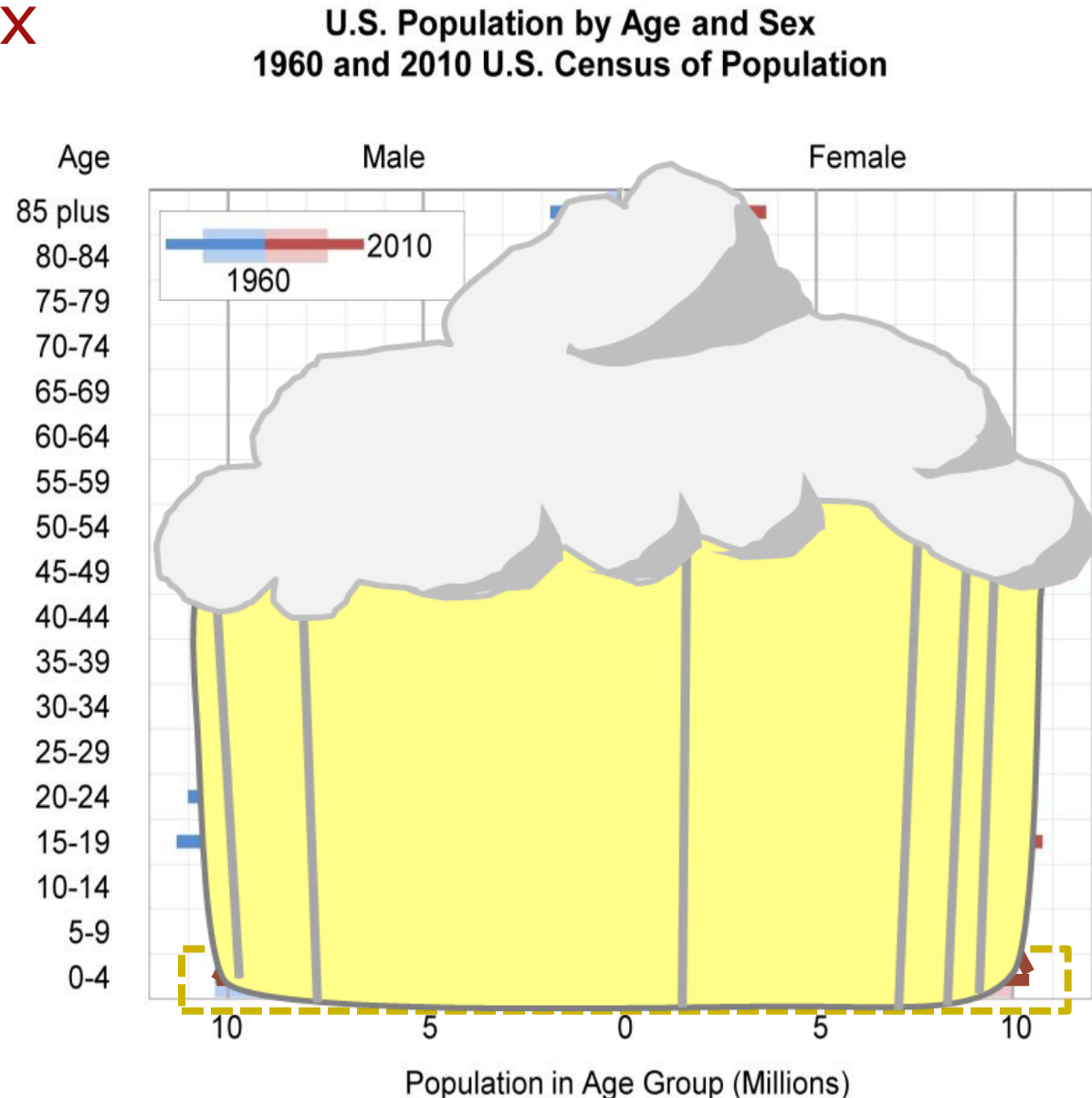
U.S. Population by Age and Sex
1960 and 2010 U.S. Census of Population



After the doubling of the baby boom, each new 5-year group is almost the same size as the last.

2010 Age-Sex Cupcake

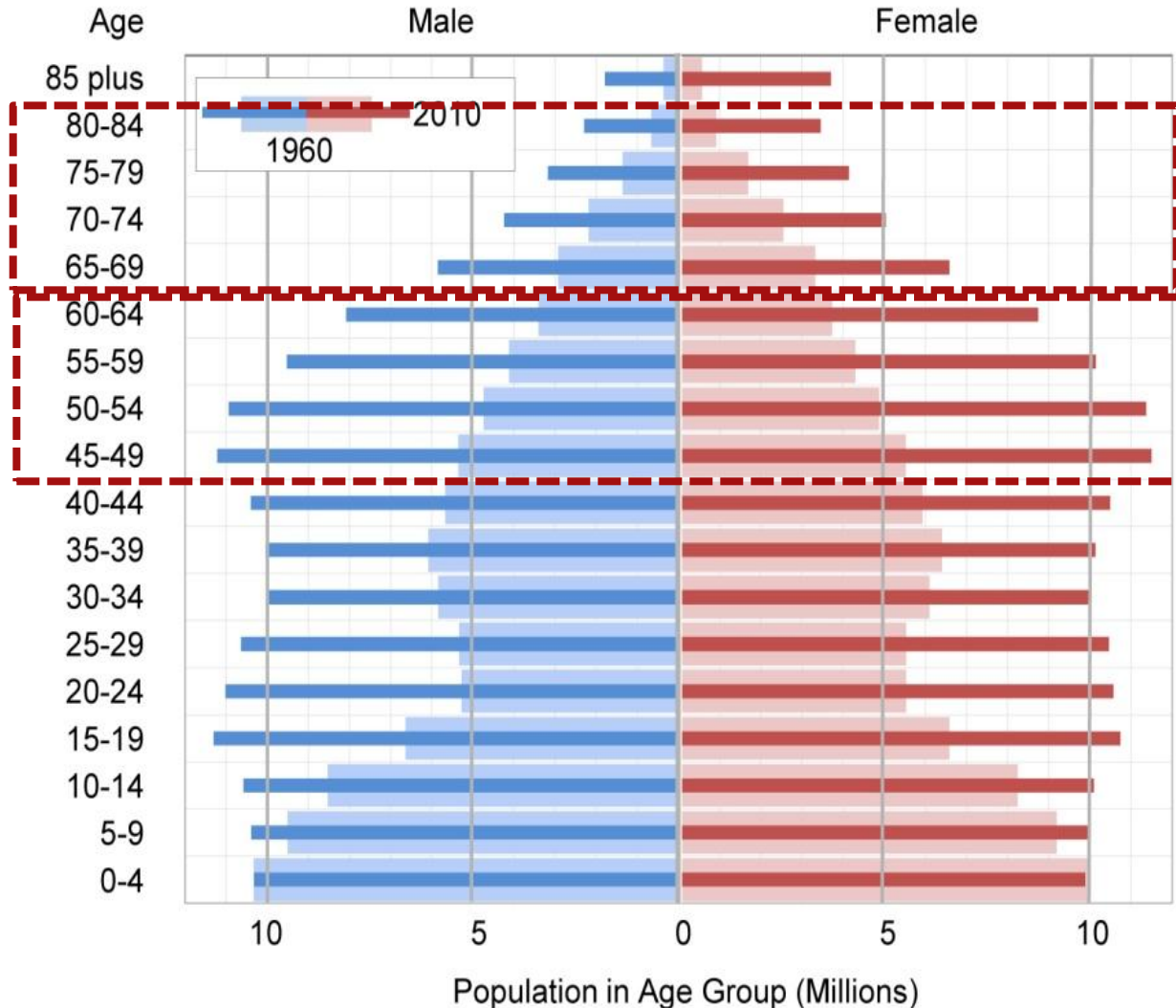
- ❑ With similar populations in each age group, the classic pyramid from 1960 has become a cupcake.
- ❑ The 0-4 age group in 2010 is almost exactly the same size as it was in 1960.



2010 Age-Sex Cupcake

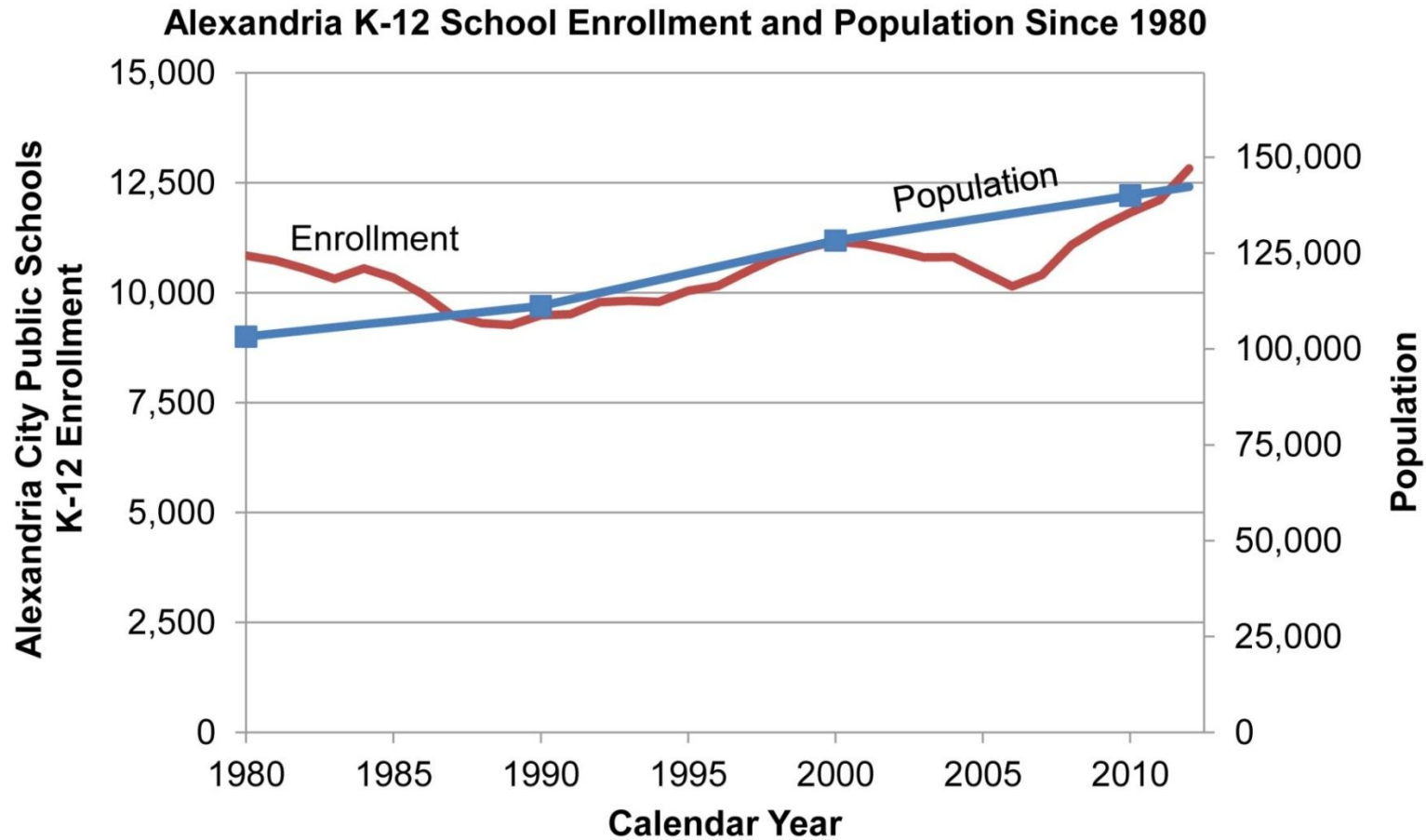


U.S. Population by Age and Sex
1960 and 2010 U.S. Census of Population

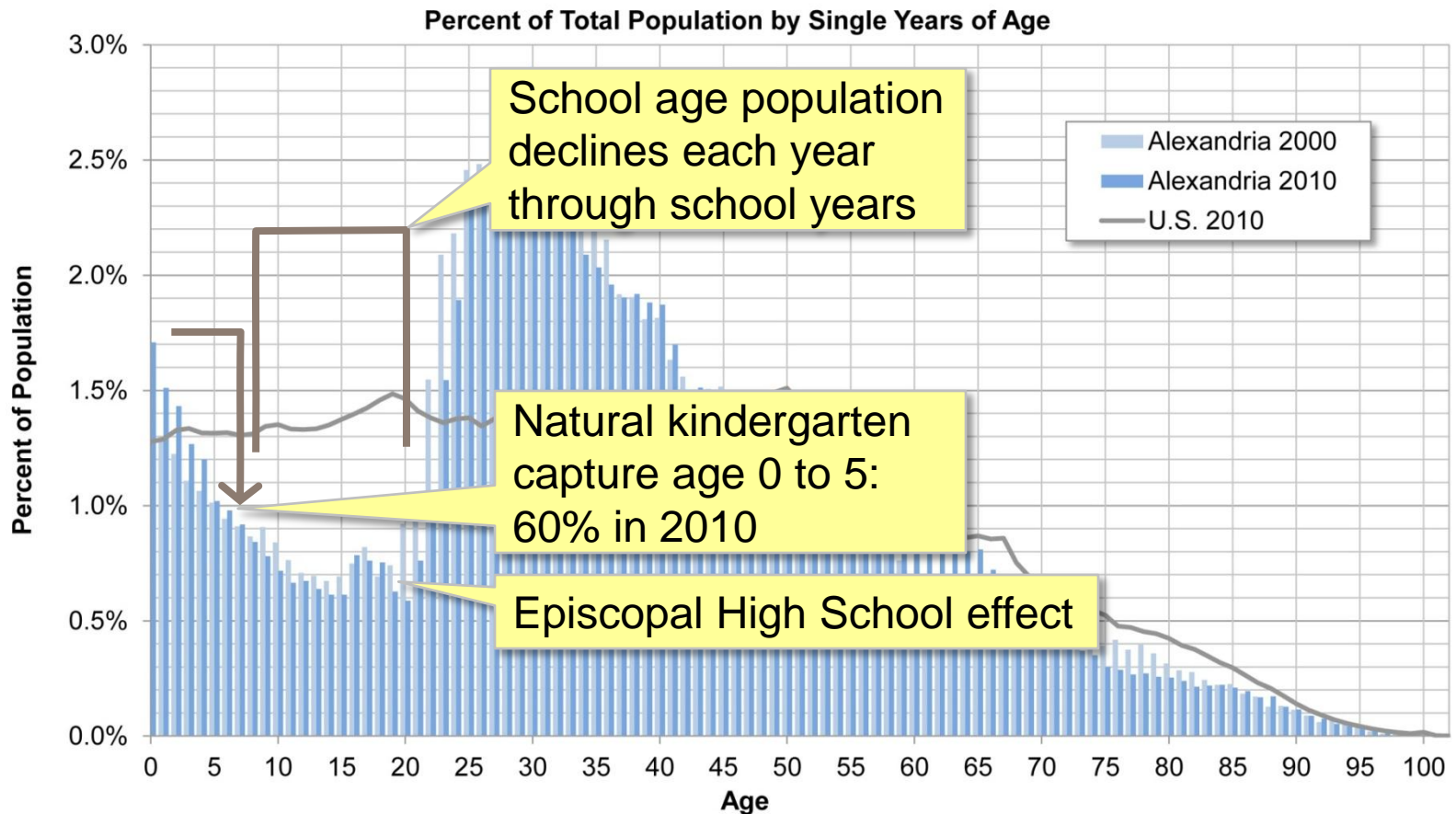


❑ The senior population will double from 2010 as the last of the baby boomers reach retirement age in 20 years

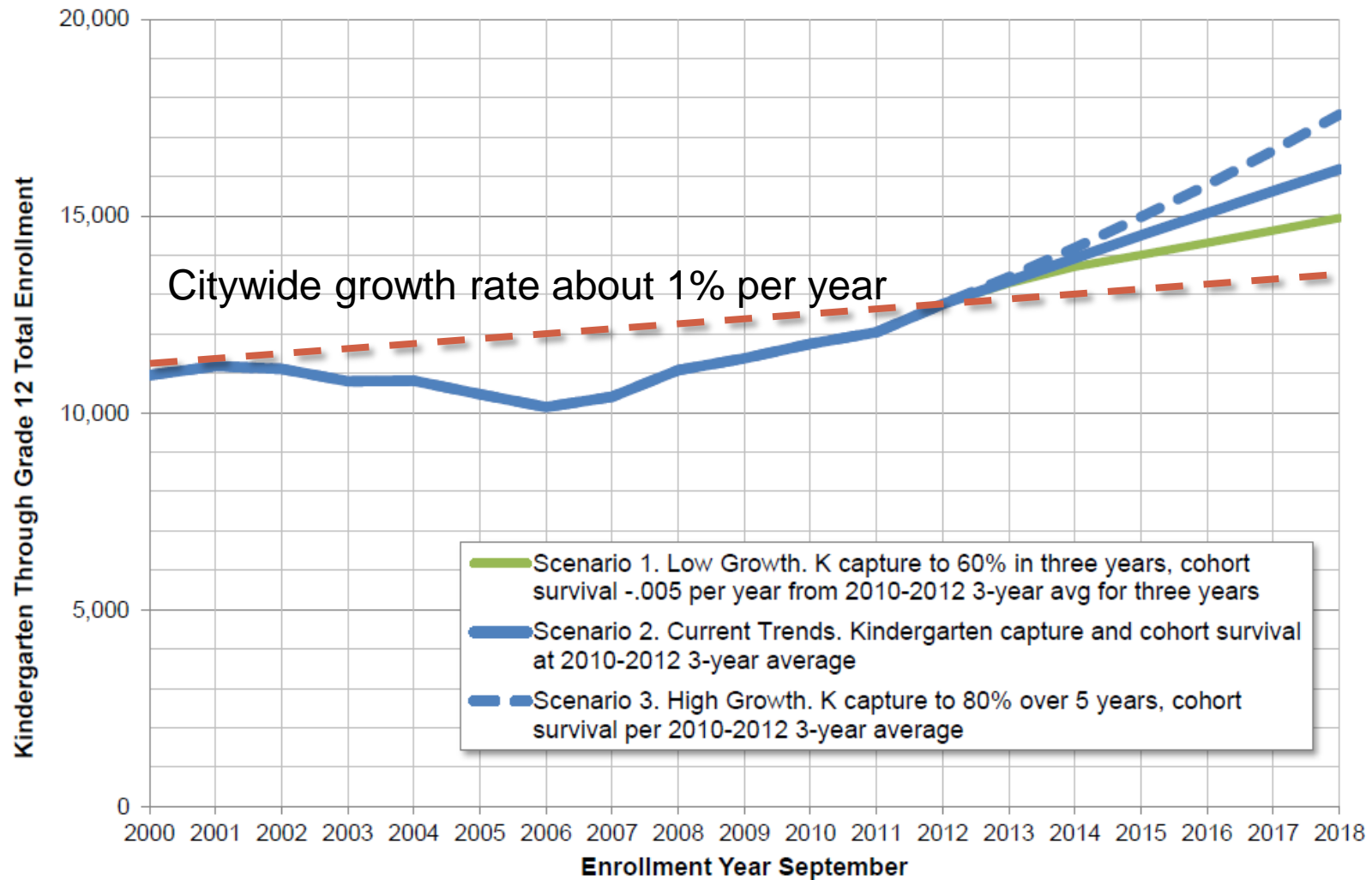
School Enrollment and Population Since 1980



Kindergarten Capture



Enrollment Scenarios



Enrollment by Grade

ACPS Enrollment By Grade, 1999 - 2012

